

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



PLENTY OF PARKING SPACE, to put it mildly, is available to customers of Esquire One-Hour Valet, Pittsburgh. Plant has unique location in 786-car municipal parking building. Special requirements of fast service outlets are discussed on page 88

New assembly system features "fingers"....Page 38

Color stamp identifies lot and outlet.....Page 4

Wage incentives—how to use them best....Page 7

FEBRUARY, 1954

University Microfilms
313 North First Street
Ann Arbor, Michigan

11

V

Lower filter pressures

are

"in the bag"

with HYFLO

HYFLO* ENABLES YOU to keep filter pressures lower longer, yet you obtain crystal-clear solvents and fast flow rates.

The result is faster production, longer filtration cycles, less time spent in cleaning filter screens. You also save on solvent recovery costs, because Hyflo does such a thorough job of filtering that solvent requires distilling less often, needs replacement less frequently.

In every respect, Hyflo's unique characteristics make it the *high speed* filter powder for your dry cleaning solvents. It is extremely light in weight, highly porous, and particle fineness is just right for trapping all dirt (lint, dust and other solids). Thus solvent is filtered crystal clear and is passed freely through the filter cake that builds up on the screen.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N.Y. In Canada, 199 Bay St., Toronto 1, Ontario.

*Reg. U.S. Pat. Off.



Johns-Manville HYFLO

the filter powder for charged system cleaning

Lint-free cleaning highly efficient ➡ ➡

Added to the outstanding advantages of charge cleaning, is an exclusive anti-static* agent in Buckeye Clean-Charge which makes complete lint-free* cleaning possible for the first time in dry cleaning history.

CLASSIFYING ELIMINATED

All dry cleaners are only too familiar with the time-consuming problem of sorting dark lint-gathering fabrics and light lint-laden fabrics before cleaning and tumbling.

The revolutionary, new anti-static agent in Buckeye Clean-Charge eliminates this classification problem. Now a great variety of light and dark, soft and hard finished fabrics can be tumbled at the same time. *And all garments come out clean, dry and lint-free!*

RESEARCH UNCOVERS ANTI-STATIC COMPOUND

During the past few years, The Davies-Young Soap Company's research department has analyzed and studied the effects of static electricity in an effort to discover an agent which could control it. The result of this research has brought to light the most outstanding characteristic of Buckeye Clean-Charge . . . it's amazing lint-free properties.

CLEAN-CHARGE SAFE WITH FILTER POWDERS

When Buckeye Clean-Charge is used, the very highest degree of efficiency is reached in washer and tumbler action. Filter powder can be safely used as a cleaning abrasive during the cleaning cycle *without fear of powder sticking to the garments.* How is this possible? The answer is found in this same highly efficient anti-static agent in Buckeye Clean-Charge.

LINT-FREE CLEANING SATISFIES CUSTOMERS

The dry cleaning plants throughout the nation that have installed Buckeye Clean-Charge find a substantial increase in customer satisfaction. Garments cleaned with Clean-Charge are *returned lint-free and continue to repel lint from one cleaning to the next.*

The millions of microscopic lint particles which tend to dull fabrics can now be removed. Colorful patterns and smooth-textured tones become brighter and clearer . . . to take on a "like-new look."

Lead the field in quality cleaning . . . Install Buckeye Clean-Charge!

*Patent applied for, product and process.

Now!

**DARK BLUE SUITS
and
WHITE WOOL
BLANKETS**



Safely Cleaned Together!

WITH

**BUCKEYE
CLEAN-CHARGE**

with this amazing result:

No transfer of lint!

HERE'S WHY:

A special ANTI-STATIC ingredient incorporated in Buckeye CLEAN-CHARGE prevents filter powders from sticking to fabrics during the cleaning cycle . . . garments are removed from the tumbler **LINT-FREE!** When Buckeye CLEAN-CHARGE is used color and fabric classification time is eliminated, finishing is much easier and faster, static is eliminated from fashionable synthetic fabrics and **THERE IS NO TRANSFER OF LINT FROM DARK TO LIGHT FABRICS!**

°Patent applied for
Product and process.

SYMBOL OF QUALITY

**THE DAVIES-YOUNG
SOAP COMPANY
BOX 995 DAYTON 1, OHIO**

BE SAFE

in hand-finishing the
heat-sensitive fabrics

DrycoMatic
THUMB-OPERATED
STEAM-ELECTRIC IRON



Holds heat within **248° to 269°** (AT LOW SETTING)
with **NO WATER SPOTTING!**



IF YOU COULD LOOK
INSIDE YOU'D KNOW



STEAM MUST
TRAVEL FROM
TRAP TO TRAP
TO REACH THE
OUTLET



New fabrics
can be ruined by high heat

Textile authorities name 275° as the top limit for ironing most synthetic fabrics. Higher heat may cause permanent damage—fused fibers, ugly glaze—that will result in expensive claims.

**DrycoMatic's Temperature
always under safety limit**

Precision-built thermostat on the DrycoMatic Iron maintains a temperature, at low setting, within the range of 248° to 269°—safely below heat limit named by synthetic fiber producers.

Finish better...20% faster!



Finishers are freed from obsolete foot pedal; have greater working range. Their fatigue is cut 50%.

NO HEAT IN OPERATOR'S FACE

Unique soleplate design permits small separator, mounted below the board, for cooler operation.

STOPS FOOT-PEDAL FUMBLING...CUTS FATIGUE 50%



DrycoMatic Thumb-Operated Steam-Electric Iron, complete with Speedway Assembly: includes cord, steam hose, Cord-A-Way arm, solenoid valve, pilot light, separator, mounting bracket, ready to install.

MODEL 6330 (3-lb.) \$82⁵⁰
MODEL 6360 (6-lb.)

Order Now FROM YOUR SUPPLIER

Dryco CORPORATION

DRYCO EQUIPMENT
COSTS ONLY A FRACTION
OF WHAT IT SAVES

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EVANSTON, ILLINOIS
(SUBURB OF CHICAGO)

THOUSANDS OF CLEANERS ATTRACTED *millions* OF NEW VOLUME IN THE PAST YEAR

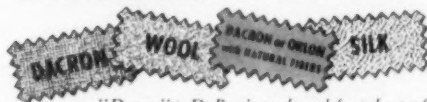
(HELD OLD CUSTOMERS, GAINED NEW ONES)

WITH **NEV-R-SPOT** AND **FabricRenewing**
PRESS PLATE LINERS PRESS PLATES

IT WILL COST YOU LESS TO GIVE YOUR CUSTOMERS

CRISP, SPARKLING FINISHING

SAFEST PRESSING OF ALL FABRICS



"Dacron" is DuPont's trademark for polyester fibers.
"Orlon" is DuPont's trademark for acrylic fibers.



**For 100% Pressing Satisfaction
You Need BOTH!**

**NEV-R-SPOT Liner
Stops Steam Marks!**

A DAVIS NEV-R-SPOT STEAM-CONDITIONER LINER on every press makes you sure of finest finishing on all garments and all fabrics. Steam reaches and revives each fiber; its heat is reduced to a safe 250°; "nickel spots" are banished forever.



DAVIS NEV-R-SPOT LINER
SPRAYS STEAM SIDEWAYS!

Jets of steam from presshead hit Nev-R-Spot Liner and are forced sideways thru its thousands of tiny canopied openings. Gentle, even steam issues thru grid plate's perforations, with heat and moisture uniform over entire pressing surface.



PATENTED AND
PATENTS PENDING

**PUT NEW LIFE
IN YOUR PRESSES!**

DAVIS FABRIC-RENEWING PRESS PLATES put new life in garments. The exclusive burred surface lifts the nap, restores original finish. New life in presses, too—you get faster steaming and better pressing because Davis Plates have 6 times more perforations.



DAVIS NEV-R-SPOT LINERS AND FABRIC-RENEWING PRESS PLATES ARE
AVAILABLE FOR ALL MAKES AND MODELS OF DRYCLEANING PRESSES

	NEV-R-SPOT LINERS	PRESS PLATES
38" to 46" utility sizes	\$10.95	\$14.85
47" to 54" sizes	13.95	19.25
Mushroom sizes	8.95	11.00

Davis
SPECIALTIES, Inc.

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ORDER NOW FROM YOUR SUPPLIER

MANUFACTURERS,
EVANSTON, ILL. (SUBURB OF CHICAGO)

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NORMAN FIELD

The other night we received a most interesting phone call from a personal friend who happens to be a dress designer with a firm specializing in the manufacture of junior and misses dresses. She had a problem on serviceability, the answer to which was going to mean several thousand dollars to her firm.

Unserviceable?

"What can you tell me about Pellon?" she asked. "We've just about completed a large order of garments in which I used Pellon as an interlining. Yesterday I was talking to a department store buyer who said that her store is not buying any more dresses with Pellon because the drycleaners don't want to handle them."

She went on to say that she liked to use Pellon because the material has no grain and need not be cut on the bias to match the bias cut of, say, a rolled collar or skirt. She had understood that the fabric was serviceable, but didn't want to take chances if the drycleaners were going to give purchasers a hard time. She knew that it was launderable because she had taken some of the stuff home and had washed it.

We checked with Albert Johnson of the NID office in New York, who in turn talked with our designer friend. The outcome was that the designer went ahead with the Pellon. The NID's findings, tests run by the Dry Cleaners Institute of Ontario, and test reports from the Pellon Corporation itself all indicated that the fabric can be satisfactorily dry-cleaned. The original Pellon did, apparently, raise some problems, but the product has been considerably improved and definitely is serviceable now. What slight softening of hand may be noted with successive cleanings is said not to be detrimental to the garment.

The NID, Mr. Johnson pointed out, has to lean over backward in presenting an unbiased report of a new textile, and in some cases the Institute's cautious statements of claims and findings are construed as dire warnings and evidence of unserviceability. Such conclusions are not warranted in many cases. There is plenty of evidence that a cleaner sees a complicated garment, notes the presence of Pellon or some other textile that he has read about, and tells the customer that the garment won't stand drycleaning.

To brand a very fancy or complicated garment unserviceable just because it's a tough one that requires special handling is to brand yourself incompetent. It has been pointed out so many times that the reputation of the industry is based on quality, on careful attention, on good craftsmanship. Successful handling of the toughest builds a good reputation faster than anything else. If a cleaner can't handle a customer's difficult garments, why should she send him anything?—P. G.

Directions for 3-1-2 of 886 in modified charge

NO TESTING REQUIRED... NO SPECIAL EQUIPMENT

The "modified charge" provides a convenient means of using Formula 886 in the same simple procedure used for ordinary filter soap, and yet with greatly improved results which closely simulate those produced by the $\frac{3}{4}\%$ no-rinse charged system.

No special equipment or change in piping is required.

No test kit is required for testing the strength of the soap solution. Being completely soluble, the 886 builds up to as high as 3/10% concentration in the filter system, but the operator is not obliged to maintain the charge at any given concentration.

- Each step is the same as used in the old fresh-soap-to-each-batch method, except that a 3-1-2 stock of 886 replaces the old 1-1-1 stock of filter soap.
- Use the same method of sorting and classifying.
- Use the same amount of diatomaceous powder for precoating.
- Sweetner powder is used for individual loads as recommended by the manufacturer.

Use the same amounts of 3-1-2 stock of 886 for each classification as previously used of the 1-1-1 stock of filter soap. The amounts of stock and methods of classifying have always varied according to individual requirements, but the following is one of the most extensively used techniques:

Standard woolens $\frac{1}{2}$ oz. per lb. 3-1-2 Stock

Silks & rayons 1 oz. per lb. 3-1-2 Stock

Hard pants & shirts $1\frac{1}{2}$ oz. per lb. 3-1-2 Stock

Unusual fabrics Very heavily sized fabrics such as organdy, marquisette, mousseline de soie should be held out from the soap run, and placed in washer for final rinse only. Fabrics with unusually long nap, such as angora wool, should be squeezed gently by hand in pail of solvent, as even a very short rinse at high level may cause felting.

Preparation of 3-1-2

3 parts solvent
1 part Formula 886
2 parts water

MIX IN ORDER NAMED: First pour the 3 parts of solvent into mixing container.

Then add the 1 part 886 and stir with solvent.

Then add the 2 parts water and agitate very vigorously for at least two full minutes.

Stir slightly before each successive use, and use as directed in column at left.

33 $\frac{1}{3}$ % WATER IN 3-1-2: This stock contains the same amount of water as formerly present in the old 1-1-1 stock of filter soap.

HIGH ACTIVE INGREDIENT: Although the 3-1-2 contains only 16 $\frac{2}{3}$ % of 886, its active ingredient is considerably higher than that of the 1-1-1 stock of filter soap, with approximately the same cost.

NO MILKY EMULSION: Because of the tremendous surface active properties of 886, the 3-1-2 of 886 is translucent-brown, instead of milky, and therefore disperses much more finely in the washer than the milky 1-1-1. In spite of the 3-1-2 appearing as though it would never separate, a slight stirring before each successive use is recommended for uniform results.

TABLE OF INGREDIENTS: Use the following table for accurate measurement of ingredients required for containers of various capacities.

1-gal. jug (120 oz.):	60 oz. solvent,	20 oz. Formula 886,	40 oz. water
5-gal. pail (4 $\frac{1}{2}$ gal.):	9 qt. solvent,	3 qt. Formula 886,	6 qt. water
10-gal. crock (9 gal.):	4 $\frac{1}{2}$ gal. solvent,	1 $\frac{1}{2}$ gal. Formula 886,	3 gal. water
15-gal. drum (12 gal.):	6 gal. solvent,	2 gal. Formula 886,	4 gal. water
30-gal. drum (24 gal.):	12 gal. solvent,	4 gal. Formula 886,	8 gal. water
55-gal. drum (48 gal.):	24 gal. solvent,	8 gal. Formula 886,	16 gal. water

Ask your jobber salesman for more information on the Modified Charge

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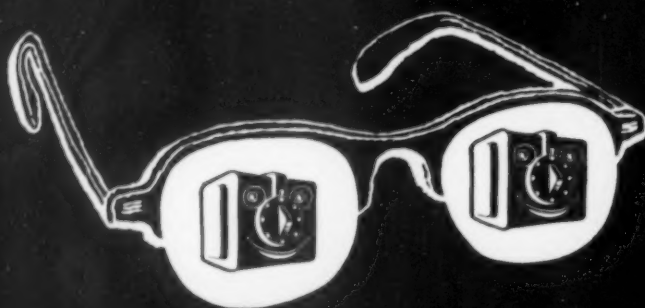
R. R. STREET & CO. INC.



561 W. Monroe St., Chicago 6, U.S.A.

See
**NATIONAL'S AMAZING
ELECTRONIC DRYCLEANER**

for charge soap concentration from 1% to 6%



*makes your present equipment
20% to 30% more productive*

BOOTHS 481-482

National Convention & Exhibition
NATIONAL INSTITUTE OF DRYCLEANING
Washington, D. C.

NATIONAL CLEANERS CHEMICAL MFG. CO.

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3-WAY VERSATILITY

WITH THE **NEW PROSPERITY® 6-B** SYNTHETIC
FULLY-AUTOMATIC CLEANING UNIT

Timed, Automatic
Soap Injection for
**CHARGED
SOAP**
cleaning...with
DISTILLED RINSE

Timed Automatic
Injection of Fresh
**SOAP FOR
EACH BATH**
with
DISTILLED RINSE

24 MINUTE CYCLE for
**STRAIGHT
SOLVENT**
cleaning...in dry...
cleaned and out dry

New Features

- **24 MINUTE CYCLE**
...in dry...cleaned and out dry
- **HIGH-SPEED EXTRACTION**
minimizes drying and rinsing,
saves time and solvent
- **INCREASED DRYING EFFICIENCY**
- **FAST FILLING**
- **FAST DRAINING**
modernized button
trap and dump valve

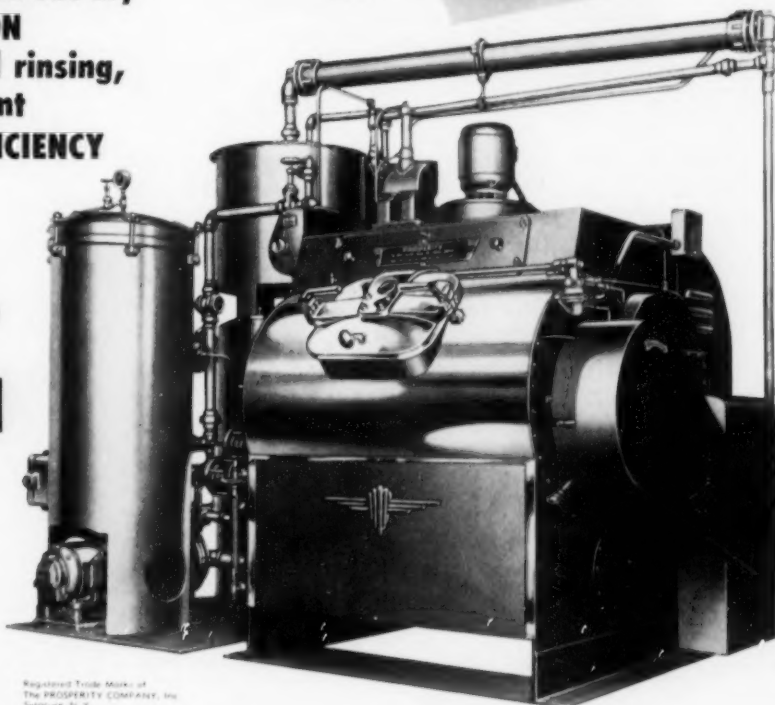
TIME-TESTED

Retained Features

- **FORMATROL® CYCLE TIMER**
... a Prosperity Exclusive
- **EXTRA LARGE CLOTH DUSTBAGS**
... provide free flow of drying air
- **FULL BATCH DISTILLATION**
... removes soluble impurities
- **OPEN-POCKET, REVERSE-ACTION CYLINDER**
... only method for uniform,
maximum soil removal
- **FULL FLOW FILTER CAPACITY**
... where cleaning capacity is
so increased with use of soap, it
is necessary to have a high flow
rate to remove the excess soil
- **DISTILLED SOLVENT
RINSE FACILITIES**
... essential with charged system

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**PROSPERITY'S
UNIVERSAL 6-B**
FULLY-ENCLOSED COMPLETE UNIT
CONTINUOUS AUTOMATIC OPERATION
WITH OR WITHOUT SOAP



Registered Trade Mark of
The PROSPERITY COMPANY, Inc.
Syracuse, N. Y.
PROSPERITY
FORMATROL

The **PROSPERITY** *Company Inc.*
AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRY AND DRYCLEANING PLANTS
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Branches, Service and Parts in Principal Cities



CONTINUOUS FLEXIBILITY

*...at your
finger tip!*

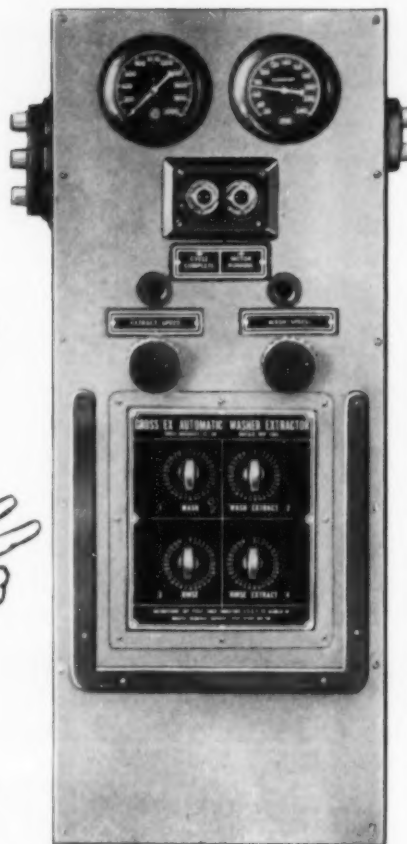


THE NEW GROSS-EX *Automatic* WASHER-EXTRACTOR

Here is the completely automatic combination machine that permits all cycles to be pre-set and all inlet and outlet valves opened and closed automatically, maintaining the proper solvent level.

In addition to this years ahead feature, the GROSS-EX requires no costly foundation because vibration is absorbed not transmitted. Full cylinder door, opening at convenient level, makes loading quick and easy.

The GROSS-EX is available in manual, semi-automatic and fully automatic models in 70 lb., 100 lb., 200 lb., and 300 lb. capacities.



CONTROL PANEL

Visible evidence of GROSS-EX engineering is the conveniently located control panel from which all washing, rinsing and extracting cycles can be pre-set so that the entire operation will be completed with only a touch of the start button.

Washer and Extractor speeds can be controlled for various percentages of moisture content of "charged" systems. The number of complete extraction cycles per hour is not limited.

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WASHINGTON, D. C.
FEBRUARY 11-14

Write today for full information



GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment
183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.



a gallon of **RSR** digesting solution

for less than the cost of
3 penny lollipops



Right... it costs you less than 3 cents to make a gallon of the fastest-acting, surest-acting digesting solution you can buy!

You get enough for 141 gallons of digesting solution from every pound jar of **RSR**!



For better work, maximum efficiency and for **ECONOMY** that no other digester can match...

put all garments that
are to be wet-cleaned
into an **RSR** Bath first.

This is routine practice in the most profitably-operated shops in the country.

Following this practice is found to be particularly desirable where the strong soap solution is used... because the **RSR** Bath makes it easy to wash away spots that, otherwise, may be so hard-set and tenacious that only a hazardous amount of hard, hand scrubbing could remove them.

WALLERSTEIN COMPANY, INC. • 180 MADISON AVENUE, NEW YORK 16, N. Y.

LETTERS to the EDITOR

Wants More Charge System Panels

To the Editor:

As one of the participants of the so-called Boston Tea Party panel on "how much charge and moisture should be used for quality cleaning and why" I am led to add some further remarks to the editorial on that event. It seems that we all have a duty to make an honest attempt to clarify what is now subject to various approaches. Actually, the industry is in the midst of a Great Debate: testing whether this theory or that theory will long endure; testing whether the 1%, 2% or 4% charge is the correct method of operation; whether relative humidity or conductivity is the better method of control. And the drycleaner is hungrily seeking this information from all sources; from the journals, from the advertisements, from the allied tradesmen and from the NID. Naturally the drycleaner wants to be able to bring to test, at an open forum, the many contradictory statements of the various soap salesmen.

In this, I believe, the drycleaner should be encouraged and it is no accident that this Town Hall meeting should have taken place in New England. What we should try to do is see that such panels become still more informative. We have a duty to try to clear the air with lucid presentations of our ideas free of sales promotion and distortion. Your journal has indeed a task to help the drycleaner obtain a fuller understanding of these new developments. After all, the original Boston Tea Party was an historic event because the people refused to just go along and because it expressed the independent thinking of our New England citizenry.

DR. SAMUEL MACHLIS

*The Stamford Chemical Company
Stamford, Conn.*

Wants Literature

To the Editor:

As a subscriber of your most valuable and interesting journal we would appreciate it if you would give us the names of papers or books dealing with the 4% charge system.

We are anxious to use this system but are unable to get any detailed information over here.

E. TRUEB

*Quality Cleaners (Pty.) Ltd.
Capetown, South Africa*

Wants Discussion

To the Editor:

Since the inception of the "charge system" I have not read anything about its qualifications in your great informative magazine, *THE NATIONAL CLEANER & DYER*. We all agree that it is a great aid and a wonderful new development in the drycleaning industry but it seems we should have more intelligent discussions on this most important subject which is so vital to our industry today. I have read many wild charges in reference to the charge system such as "miracle of the ages," "99% passups," "no wetcleaning in six days," etc. These statements are widely publicized in all the leading drycleaning journals, as you must know. I sincerely believe in miracles but I honestly believe there are no miracles in the drycleaning industry.

To begin with, as one in the business for many years, I must become very honest and realistic about what the charge system has done to revolutionize the industry. Just this; it has eliminated some spotting and a certain percentage of the wetcleaning.

From what I have been able to observe the charge system is still very much an unknown quantity what with rinsing, non-rinsing, cationic, anionic, conductivity control, hygrometer control, and anything from 1-4%. No one has perfected the use of water in a drycleaning machine as yet and you must agree that certain garments require wetcleaning to maintain your quality regardless of how they are drycleaned. I might add that when you put a lemon in your drycleaning washer you remove just that and not an orange as some people would like you to believe.

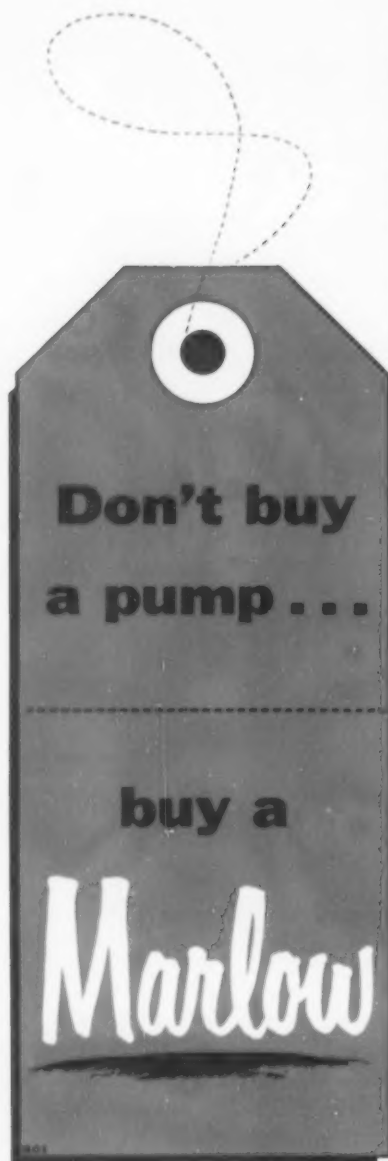
Every drycleaner using the charge system, with its extra material cost and added equipment, should ask himself this question: Since I have been using the charge system have I created more business or increased my profit?

I certainly would like to see more comments from other drycleaners on this timely subject.

MAXWELL SPECTOR

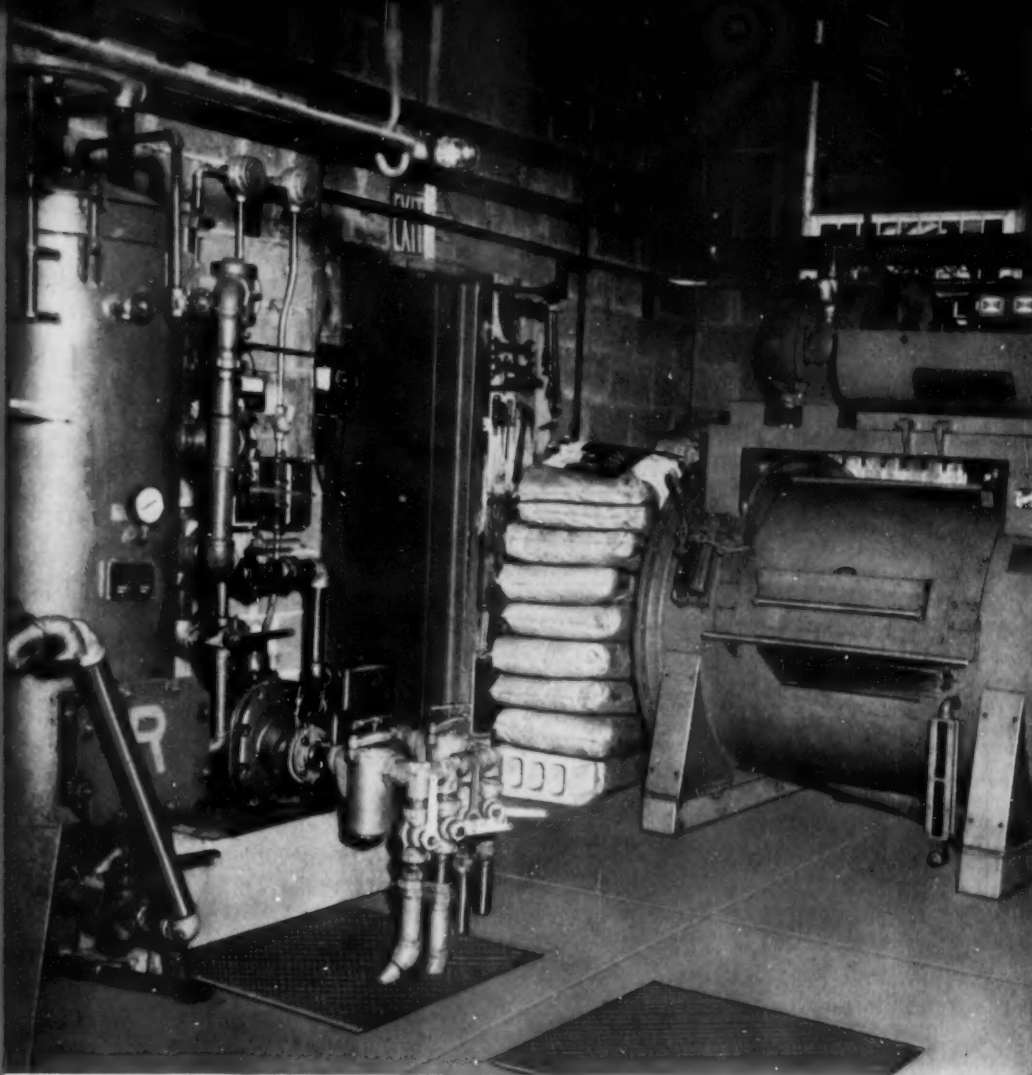
*Daily Cleaners and Dyers, Inc.
Winthrop, Mass.*

Our mail certainly indicates that the charge system and its control rank very high in the list of drycleaning production problems. Consequently, the charge system figures prominently in our editorial plans for 1954. Reader comments are always welcome.—EDITOR



guaranteed
to
perform!

MARLOW PUMPS • RIDGEWOOD, NEW JERSEY



IT'S QUIET AND CLEAN IN THE WASHROOM of Park Cleaners of Lynbrook, L. I., with Marlow Self-Priming Pumps on the job. Two quiet, dependable Marlows, one handling strong soap solution, the other rinse solution, pump from underground tanks through filters to a washer-extractor, giving low-cost, efficient service. The pumps at Park, like all Marlows, have mechanical shaft seals that keep solvents off the floor . . . reducing fire hazard and fumes.

marlows are economical!

Performance proves Marlow Self-Priming Centrifugal Pumps are best for handling all types of dry cleaning solvents. Flow interruptions caused by loss of prime are *corrected automatically* by the pumps . . . even when located above the solvent level. Simplicity of construction make Marlows *economical to operate and maintain*. On new machines, or replacement, make it a Marlow. See your Marlow dealer or write for Bulletin DC-53.

MARLOW PUMPS • RIDGEWOOD, NEW JERSEY

The true facts about **AUTOMATIC**

Adco, the pioneer of humidity control since

January 1951, at present has in operation automatic humidity control instruments that not only add water or stock solutions to your drycleaning wheel automatically but have visible gauges that indicate the exact humidity reading to the cleaner at all times. These instruments maintain the humidity at which they're set. The three types of instruments in test operations are:

1. ADCO's automatic humidity control instruments operated electronically with visual humidity gauge and continuous maintaining of relative humidity in the solvent by operation of a sensing element in contact with the solvent vapors. You merely set your dial for the desired relative humidity you wish in your solvent.

2. The same instrument as above only it operates automatically by air with no electrical connections with resultant less cost.

3. Sensing element and humidity reading gauge mounted on aerator that works on two washers and one filter at the same time . . . manually operated . . . cost in reach of even the smallest drycleaner.

All of the above three instruments are in operation in plants across the country at the present time and results are being compiled for foolproof operation. Any one of the three types of humidity control instruments ADCO has operating in these test plants will do more than any other instrument offered to the industry up till

Research and Development Division

HUMIDITY CONTROL INSTRUMENTS

today. But we feel that ADCO's humidity control instruments as well as all others are still in the experimental stage.

There are important factors yet not fully known that have a direct bearing on the accuracy of these instruments, namely: the relation of the relative humidity of the solvent to the varying temperatures of the solvent, the temperatures of the vapors in the aerator, the temperatures in the drycleaning room itself. All these factors must be known and operating charts compiled from them in order to achieve top quality drycleaning with these instruments, or any other humidity control instruments!

Adco does not intend to do its experimental work at the expense of its drycleaning customers.

Until automatic humidity control is absolutely foolproof, and has proved itself in operation under all possible conditions, ADCO will not offer automatic humidity control equipment to the drycleaning industry.

REMEMBER...with or without a humidity control instrument the quality of your drycleaning depends on the charged soap you use...use the acknowledged **STANDARD OF THE INDUSTRY.**

**DRI-SHEEN
PROCESS**

Food for Fabrics

new light-colored

Adco, INC. Sedalia, Mo., U. S. A., Manufacturing Chemists Since 1908



New Chevrolet Trucks for '54

Loaded with brand-new advantages you need and want!

You'll get more work done in less time and at lower cost with new '54 Chevrolet trucks on the job. They bring you more new features . . . more big new advantages than any other truck on the road.

For example, you get new engine power in all models. The advanced "Thriftmaster 235" engine combines bigger displacement and higher compression with other new features to give you greater power and finer performance. The rugged "Loadmaster 235" engine offers increased strength and stamina for heavier trucking operations. The all-new "Jobmaster 261" engine* brings you extra reserves of high-compression power for hauling big loads on schedule.

In addition, you enjoy new and even greater operating economy. All three 1954 Chevrolet truck engines bring you the full benefit of thrifty high-compression power.

And there are many, many more new things you'll like about these great new Chevrolet trucks. New, roomier pickup and stake bodies let you haul more . . . save you time and extra trips. And they're set lower to the ground for easier loading

and unloading. New truck Hydra-Matic transmission* lets you drive all day without shifting. It's offered not only on ½- and ¾-ton Chevrolet trucks, but on 1-ton models, too. New Comfortmaster cab with one-piece curved windshield and amazing new Ride Control Seat* offers the last word in comfort, convenience and safety.

Plan now to see your Chevrolet dealer and get all the facts about the new Chevrolet trucks for '54. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Most trustworthy trucks on any job!



ADVANCE-DESIGN TRUCKS

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on ½-, ¾- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **NEW RIDE CONTROL SEAT*** eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cab models. "Jobmaster 261" engine on 2-ton models; truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

my adjusta-form Reduces Finishing Costs with production



- One operator handles a mixed run of suit coats, dresses, short jackets and overcoats on this single machine.
- No delay in changing forms. All controls are accessible after the garment is placed on the form.
- Adjusta-Form restores shape, removes wrinkles, gives a soft, new appearance and finishes rolled sleeves. New or old employees quickly become skilled operators. Finishing is simplified, while at the same time greater production and quality is attained.

Adjusta-Form

See your jobber for a convincing demonstration.

Meet those rising costs in the dry cleaning industry with more production and more profits. It's the Adjusta-Form for production.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

SIGNS of the TIMES

Stores Request Standards: The American Standards Association has been asked by the National Retail Dry Goods Association to begin a project to develop minimum performance requirements for all fabrics used in wearing apparel and household furnishings. The NRDA recommended that the American Standard Minimum Requirements for Rayon and Acetate Fabrics, L22, be used as a guide.

All segments of the textile industry were invited to a conference for discussion of the new project. Included were retailers, drycleaners, launderers, ready-to-wear representatives, converters, dyers, knitters, weavers, spinners—and consumers.

#

Public Service by Drycleaners: B. F. Agee, vice-president of Vogue Cleaners and Laundry, Inc., Tampa, Florida, has been elected to fill an unexpired term on the board of directors of the Tampa Chapter of the American Red Cross. Mr. Agee has filled key positions in Red Cross fund campaigns and disaster organization.

Seymour Friedman of Art Quality Cleaners, Chicago, has been elected to the board of directors of the 47th Street Chamber of Commerce.

A vacancy on the Summit (New Jersey) Area Chamber of Commerce board of directors in the merchants' division has been filled by George Boorujy of Columbia Cleaners.

A new member of the board of directors of the Elgin (Illinois) Chamber of Commerce is Frederick F. Cramer, president of Cramer's Master Dry Cleaners, Inc.

Carl Stockholm, president of Carl Stockholm Cleaners, Chicago, has been reelected treasurer of the Medical Center commission.

The Co-operative Cleaners and Dyers of San Jose (California) engaged recently in a blood-donor drive which enlisted the services of all industry members, including counter clerks and routemen. The committee, headed by George Lanfri, president of the association, included Frank Shank, Clayton Lewis, George Ruiz, Frank Teague, Lowell Benson, Sam Tanase and David Rosenthal, Jr.

The second highest place of any group in the Community Chest campaign of Hammond and Calumet City, Indiana, was won by the drycleaners of those communities. Fred Hopman,

chairman of cleaners' solicitations, reported his team had topped its quota by 256.9 percent.

Among the many drycleaning establishments which offered their services for Christmas charities was Pat's Cleaners of New Ulm, Minnesota, owned by Edwin O. Meyer, which collected and cleaned soft toys for distribution to needy children. Owl and College Cleaners in Fair Oaks, California, undertook a campaign to collect and dryclean used clothing for the charity of the donor's choice, as did all the drycleaners of Abilene, Texas. Louis Halpern, owner of Lincoln Garden Cleaners, Brooklyn, New York, offered his establishment as a collecting point for used toys distributed by the Police Athletic League, while the Springfield (Massachusetts) Dry Cleaning Plant Owners Association and the Springfield Laundry Plant Owners Association donated \$100 to the local Toy for Joy Fund.

At Wolverine Cleaners, Flint, Michigan, all money left in clothing which cannot be identified as belonging to a specific customer is donated to the Lions Club campaign for sight-saving work.

Mr. and Mrs. Marvin Milam of the Seminole County Dry Cleaners, Orlando, Florida, donated \$100 toward the Mardi Gras trip of the Seminole High School Band.

#

Consumer Education: "Facts You Should Know About Clothing," the booklet which is being distributed by the Canadian Research Institute of Launderers and Cleaners, was discussed in a recent radio broadcast by the Better Business Bureau of Ottawa and Hull, Ontario.

A dinner meeting of the Buffalo (New York) Chapter, National Executive Housekeepers Association, heard a panel discussion on "Stains and Their Treatment," conducted by Samuel C. Markel, president of the Buffalo Cleaners' Board of Trade, with the help of members William Clark and Jack Berger.

Women's page articles in various parts of the country have recently discussed prevention of shine, with professional drycleaning recommended; home spotting, with a warning against home drycleaning of garments; making life easier for the drycleaner by looking for labels in buying garments,

not letting the clothes get too soiled, and identifying stains. Cautions about the new synthetic fabrics and the importance of labeling, quoting Meyer Mednick, past president of the Pennsylvania Association of Dyers and Cleaners, were widely quoted.

#

As Others See Us: The report of J. Lajoie on last year's visit to this country of a group of French drycleaners and laundryowners is concluded in a recent issue of *Le Teinturier-Degrais-seur*, the official organ of the Belgian association. Mr. Lajoie notes that while French drycleaners pay 35 to 40 percent for government social welfare purposes, in this country employers pay only 2 percent for Social Security, plus workmen's compensation and other measures which vary from state to state, and various voluntary benefits. In general, he finds American drycleaners very much less heavily taxed, both directly and indirectly, than the French.

A strong impression was made on the group, as Mr. Lajoie reports, by the American emphasis on selling, by any means, and the sharpness of competition, which he compares to a football game—American-style, requiring the use of protective helmets! They were also impressed by the general use of route delivery, made possible by lower costs in this country of cars and gasoline. Also noted was the use in even the smallest plant here of such mechanical devices as cash registers and bookkeeping machines. Not recommended as an example was the American tendency to emphasize speed at the sacrifice of quality.

Mr. Lajoie's greatest encomiums were reserved for the National Institute of Drycleaning and its influence upon not only the technical progress but the prestige of the entire industry.

#

License Fees Increased: The city commissioners of Trenton, New Jersey, have passed on first reading an ordinance which will increase license fees for a number of businesses, including drycleaning establishments. Fees for drycleaning plants will be increased from \$50 to \$100 annually, and for press shops from \$25 to \$50. Carpet cleaning establishments will have to pay \$50 instead of the previous \$25.



42" x 42" DRYCLEANING TUMBLER
 Steam-Heated with Thermometer and Reversing or
 Non-Reversing Basket
Also, 42" x 42" LAUNDRY TUMBLER
 Steam-Heated with Thermometer and Reversing or
 Non-Reversing Basket



36" x 30" LAUNDRY TUMBLER
 Gas-Fired or Steam-Heated with Time & Temp. Con-
 trol or with Bell Alarm Only
Also, 36" x 30" DRYCLEANING TUMBLER
 Steam-Heated with Bell Alarm and Thermometer



TWIN LAUNDRY TUMBLER
 Gas-Fired or Steam-Heated with Time &
 Temp. Control or with Bell Alarm Only

*you'll make the
 right choice with*

**CISSELL
 TUMBLERS**
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STURDY, designed simply . . .
 ANY PART CAN BE REPLACED
 IN LESS THAN 15 MINUTES.
 Separate motor for fans and
 baskets. Powered with the fa-
 mous Cissell Gear Reducer.



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CISSELL

Consult Your Jobber

Cleaning fit for a

Take a tip from soap manufacturers use **DARCO DC** in charged soap systems

For efficient purification of charged soap systems, leading soap producers recommend the daily use of Blue Label DARCO DC activated carbon. Street, Adco, Caled, Davies-Young, Nupro, Penn Salt, Riverside, Merson, Keystone Aniline, Patek, National Cleaners, Drew, Spix, Stamford Chemical and others all agree . . . it's the best way to control color and eliminate bleeding dyes.

But DARCO DC doesn't stop there. It does an all-around job of solvent purification in a single treatment. It takes out fatty acids, odors, and non-volatile residue, too. Pound for pound, DARCO DC takes out more impurities than any other powder available to dry cleaners.

With DARCO DC, you'll get better cleaning—and you'll save money, because DARCO DC retains less solvent and steals less valuable soap. It cuts down on your distillation requirements, too.

Your distributor has stocks of DARCO DC for immediate delivery. Order some from him today . . . and use it every day in the dosage and procedure recommended for your own system.

WRITE TODAY

for this free folder telling why
and how to use DARCO DC.



Daily Recommended Dosage and Procedure for using Blue Label Darco DC

Filter Size	STEP 1 First—precoat with filter aid	STEP 2 Then—add a mixture of Darco DC and filter aid
1300 gal./hr.	3 lbs.	3 lbs. plus 1 lb.
2000 gal./hr.	5 lbs.	4 lbs. plus 1½ lbs.
3200 gal./hr.	7 lbs.	6 lbs. plus 2 lbs.
5000 gal./hr.	10 lbs.	10 lbs. plus 3 lbs.
8000 gal./hr.	16 lbs.	12½ lbs. plus 4 lbs.
10000 gal./hr.	20 lbs.	16 lbs. plus 5 lbs.
12000 gal./hr.	24 lbs.	20 lbs. plus 7 lbs.

FOR SYNTHETIC SYSTEMS: For the average size synthetic unit, Step 1 requires 3 pounds of filter aid as a precoat. Step 2 requires a mixture of 3 pounds of DARCO DC and 1 pound of filter aid.

NOTE: 1 quart filter aid is ½ lb. (diatomaceous earth).
1 quart Darco DC is 1 lb.

DO THIS EVERY DAY BEFORE YOU BEGIN WORK. AFTER COMPLETING THE TWO STEPS AND SIGHT GLASS SHOWS CLEAR SOLVENT, YOU ARE READY TO CLEAN.



DARCO DEPARTMENT

ATLAS POWDER COMPANY

Darco General Sales Offices

40 EAST 42ND STREET, NEW YORK 17, N. Y.

ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA

Queen

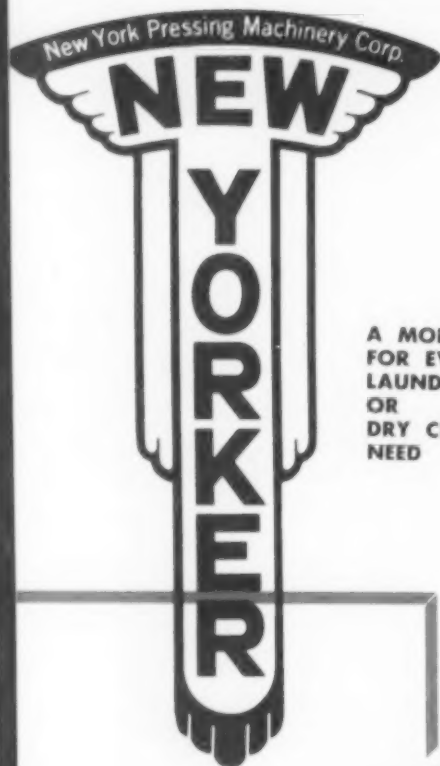
Queen of the month
PAULA MARIE LANE
Miss Texas, 1953



For February, 1954

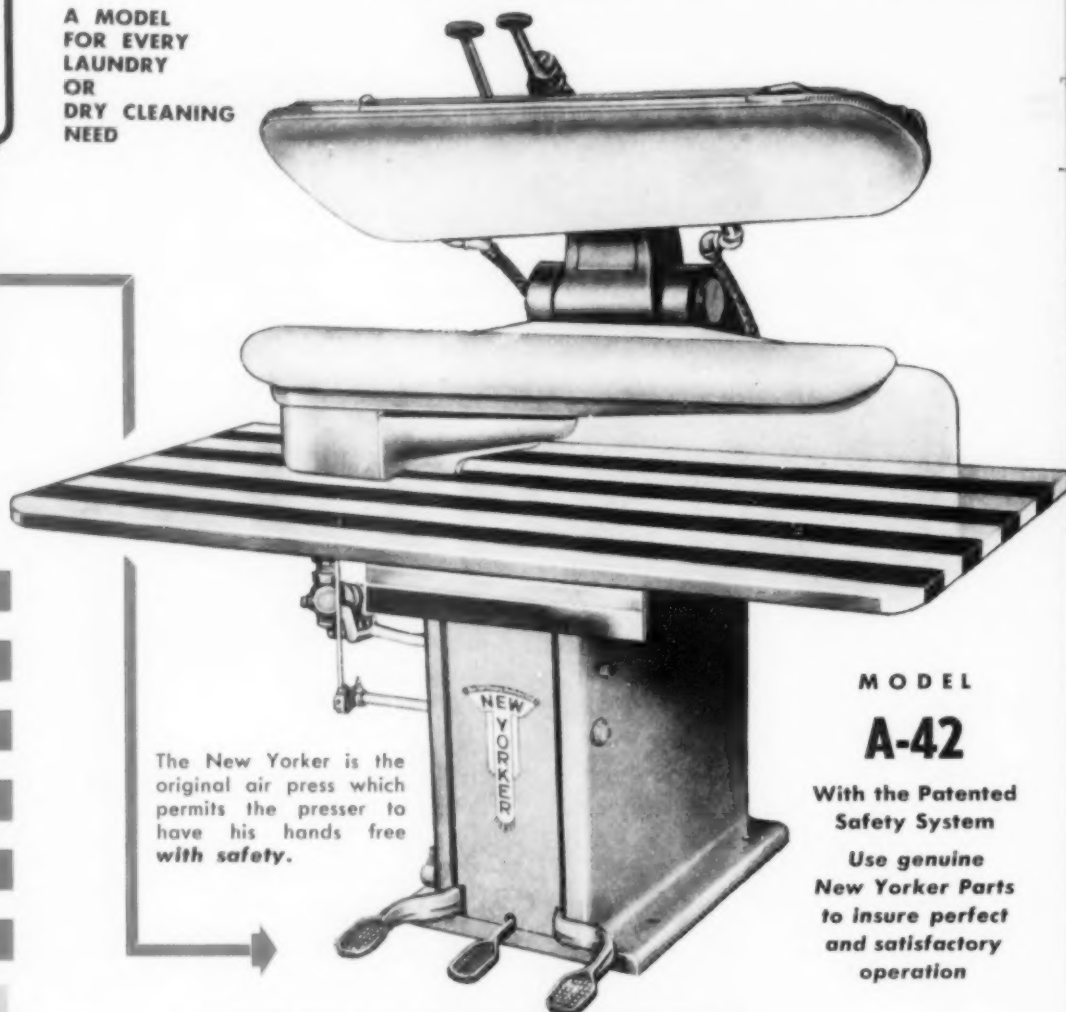
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21



*Cleaners all over the country
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NEW YORKER AIR PRESS
is the **BEST** on the market*

A MODEL
FOR EVERY
LAUNDRY
OR
DRY CLEANING
NEED



The New Yorker is the
original air press which
permits the presser to
have his hands free
with safety.

MODEL
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With the Patented
Safety System

Use genuine
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to insure perfect
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Parts and Service
Available
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"BUILDERS OF BETTER PRESSING MACHINES FOR OVER 42 YEARS"

*See them
now!*

**NEW P-350 PARCEL
DELIVERY CHASSIS**
with large cubic-
capacity Custom Body
is the time-saving
master of stop-go work!
Fordomatic Drive
available. New 115-
h.p. Six engine.



New FORD TRUCKS for '54

featuring **TRIPLE ECONOMY** Big new savings in
the 3 most important
truck saving areas

1. NEW Gas-Saving, Low-FRICTION, Overhead-Valve, High-Compression, Deep-Block Engines in all Models!

Now, you get a gas-saving LOW-FRICTION engine in any Ford Truck you choose—from 115- to 170-h.p.! New short-stroke design cuts internal friction loss up to 33%, liberates up to 23% more *usable* power.

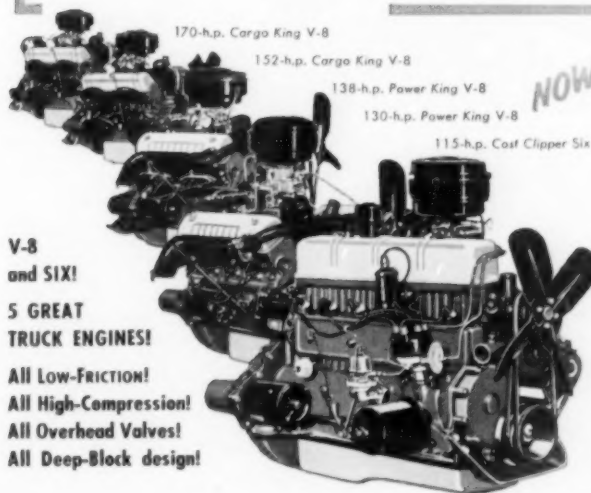
2. NEW Ford Driverized Cabs! NEW Power Steering! NEW Power Brakes! Fully Automatic Fordomatic Drive!

Ford's 3-man Driverized Cabs cut fatigue! New Master-Guide Power Steering standard on T-800 Series, optional on most other BIG JOBS, Power Braking* for 1½-ton, Fordomatic* for all light duty models!

3. NEW Money-Saving Capacities! Over 220 Models! NEW 6-wheel tandems! The one right truck for your job!

Ford's expanded new truck lines include brand-new Ford Tandem-Axle BIG JOBS, up to 60,000 lbs. G.C.W., and two more giant new Ford Cab Forward BIG JOBS rated up to 55,000-lbs. G.C.W.!

* Available at extra cost.



V-8
and SIX!

**5 GREAT
TRUCK ENGINES!**

**All Low-FRICTION!
All High-Compression!
All Overhead Valves!
All Deep-Block design!**

NOW!

**Mightiest concentration of power
per cubic inch ever built into any
truck engine line! Only FORD has it!**

For the power they develop, Ford's new truck engines have *less cubic inch displacement* than any other truck engine line. The Ford 223 cu. in. Cost Clipper Six develops its 115-h.p. from as much as 22 cubic inches less displacement. Smaller-displacement engines normally need less gas! That's why Ford *concentrated power* is a big factor in new Ford Truck **TRIPLE ECONOMY!**

BUSINESS BUILDERS

Coupons Stagger Sale Volume

A direct-mail piece used by Worth Cleaners, Dumont, New Jersey, (Northern Valley Cleaners is one of Worth's stores in an adjoining community) offers a one-cent sale on men's or women's suits. Each of four coupons is dated so that volume produced



by sale can be spread out over a four-week period. Owner Frank Asher believes that if a prospect isn't convinced after four trial orders, she probably never will be.

This type of promotion has been used with considerable success by a number of cleaners in the metropolitan New York area.

Clean and Compare

J. T. Flanagan of Angelo (Texas) Dry Cleaners throws down the gauntlet, saying "All drycleaning is not the same," and sticks by his challenge with a money back guarantee.

Here's the way it works: Mr. Flanagan asks that the customer send him the trousers or skirt of a two-piece suit or dress. He then suggests that the coat or jacket of the same outfit be sent to any other cleaner.

If the customer doesn't find Angelo's cleaning better when a comparison is made between the top and lower half of each completed garment, he needs only to return the sales slip and Angelo will refund his money in full.

Mr. Flanagan knows what his equipment can do and doesn't consider the challenge to be the least bit daring.

Cleaning by Mail

Borrowing a trick from the "flowers-by-wire" boys, some 1,400 drycleaners throughout the country are currently engaged in a unique "exchange plan" which should have great appeal to the traveling set—be they salesmen, vacationers or college students.

Just before leaving on a trip, the traveler bundles up the ready-to-be-cleaned garments and sends them to a local drycleaner who is participating in the plan. The cleaner will pack and ship the garments, adequately insured, to the drycleaner listed in the city of the customer's destination. The receiving cleaner then processes the

garments and delivers them to the traveler at a previously specified time.

The plan can be worked in reverse by having the garments sent to the home-town cleaner when the traveler starts his journey back.

Properly handled, the exchange plan should simplify packing, lighten the luggage load and all but do away with wrinkle-laden garments—all good selling points with plenty of customer appeal.

Window Beauty

An Indianapolis cleaner does his neighbors and himself a good turn by giving his front window over to a locally sponsored beauty contest.

The plant serves as a registration center and the girls' photographs make an attractive window display with plenty of public interest.

More Smiles Per Gallon



Sally-Ed Cleaners in Garden City, Kansas, has a panel delivery truck that is second to none as far as getting attention is concerned. A real crowd-stopper, it features over a dozen cartoons to add the needed "punch" to the various services offered.

While most cleaning plant operators have followed the trend toward simplification of truck identification, it has got to the point where one truck looks very much like any other. The result is that any cleaner who goes to the other extreme is bound to attract attention.

Naturally, cartoons and illustrations on a truck are dangerous, since a sign painter without talent can louse up the very best idea. Here in Garden City, the Sally-Ed Cleaners has one of the best available for carrying out its multiple ad ideas.

Fenders, hood, side panels and back are full of colorful references to the advantages of dealing with this particular plant, and it is an outstanding plant. Each time a new truck is purchased there is plenty of curiosity aroused as to what Sally-Ed will think up next.

YOU could have received this Christmas gift!

Never before in the history of the quality drycleaning industry has there been a promotion package to compare with the one Sta•Nu sent to its licensees in December! The holiday package included transcribed radio announcements and jingles, newspaper ad mats, garment tags, posters, truck signs—and all this in addition to the regular advertising and promotional materials Sta•Nu provides for licensees the year 'round—plus national advertising in LIFE, LOOK and VOGUE!

And—that's only part of the reason why in just two years—over 1800 dry cleaners have acquired the Sta•Nu franchise!



SEE WHAT YOU'VE BEEN MISSING!



Write today for your copy of the Sta•Nu Star Press. Also, ask whether a Sta•Nu franchise is open in your locality.

WRITE STA•NU CORPORATION
4850 W. Belmont Chicago 41, Illinois

CHECK ☐ Franchise information
☐ Send Sta•Nu Star Press

Name _____

Address _____

Company _____

City _____ State _____

it's a fact you can prove

for yourself!

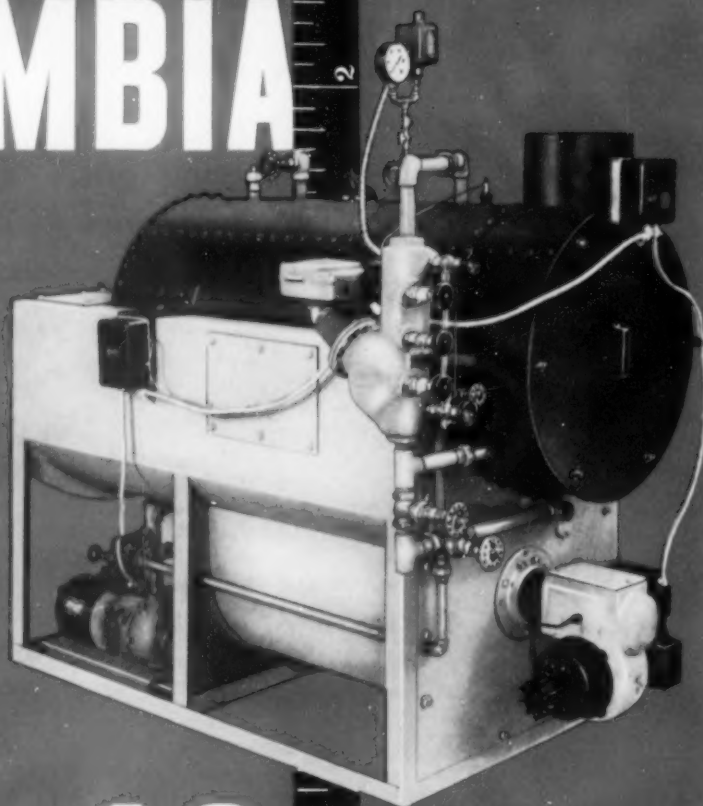
COLUMBIA

HRT*

*oil or
gas fired
boilers produce
more steam!*

As any qualified engineer will tell you the greater the boiler heating surface, the greater the steam output. The Columbia has a larger heating surface than most boilers with the same rating. It's a fact that is your positive assurance of getting more steam per dollar invested, more steam per dollar spent for fuel.

*Horizontal Return Tubular Type.



10

*good reasons
for you to
choose Columbia*

- 1 Larger combustion chamber permits overfiring.
- 2 Easy access to the single bank of tubes from front and back.
- 3 Two-pass updraft minimizes draft loss and insures greater safety.
- 4 Removable covers make all parts accessible.
- 5 Large steam space insures dryer steam.
- 6 Greater heating surface than most boilers of same rating, resulting in higher steam output.
- 7 High efficiency through proper proportion of two-pass heating surfaces.
- 8 Completely submerged tubes insure longer life.
- 9 Combustion chamber factory-installed with especially designed refractory and insulation, minimizing heat loss.
- 10 Inexpensive, yet built of the best materials to give years of trouble-free service.

Gentlemen:

Without obligation, please send me information on how I may reduce operating costs in my plant by switching to a new Columbia HRT* Oil or Gas Fired boiler.

Firm name

Address

Your name

Position

Dept. N 24

COLUMBIA BOILER CO.

offices & factory: Pottstown, Pa.

Chemicals you live by



What "toil and trouble" for renovating old coats!

To renovate an old coat you used to take old logwood chips and boil them until you had a good strong gallon. (If you didn't have any chips handy, you got out your ax). The strong gallon was strained and, when cool, two ounces of gum arabic powder was added. (At this crucial point you made sure the old coat was free of grease and dirt. There's another dandy routine for this). And then you were all set to sponge the coat with your "decoction" of logwood, being sure to (1) dilute it according to color, and (2) hang it in the shade to dry. And to think that after all this, maybe the coat wasn't worth it!

Such was "toil and trouble" for renovating old coats! But no trouble now. Your DIAMOND Alkali Distributor has just the right solvents for this that are so thorough and safe . . . even for *very* old coats! You know the solvents as . . .



**DIAMOND PERCHLORETHYLENE
and CARBON TET**

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

the quickest way to go from this...



to this.....



is with this.....



Not only suits and dresses, but virtually any fabric can be freed of the roughest, toughest stains with "O" SPOTTER! This exclusive Kohnstamm development does the job quickly, safely, completely!

You name the stain..."O" SPOTTER removes it! Ink, lipstick, blood, paint, food—it's all the same to this miracle time and labor saving pre-spotter.

And remember, "O" SPOTTER is absolutely odorless and contains no chemicals that might clog your dry cleaning system.

Try "O" SPOTTER in gallons or drums. Every drop you buy is protected by our complete, money-back guarantee.



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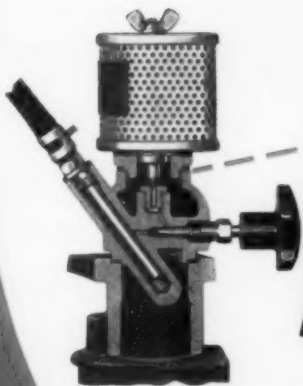


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A complete line of laundry and dry cleaning supplies. Nation-wide service.



Patent
Applied For

**CISSELL
PERFECTED
THIS NEW
VALVE**



and the result is

Amazing!

... make way for a new
thrill in ironing ease ...

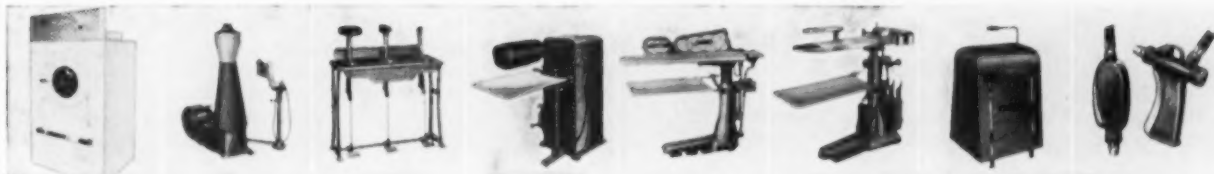
**CISSELL LOW-BOY
STEAM-ELECTRIC IRON**
with electric thumb control

**No steam assembly is better than
its valve.** Now, the low assembly is perfected, as Cissell
engineers have applied their famous "valve construction know-how".
Here's another exclusive for Cissell in valve design. *It's simple ...
it's packless ... it's modern invention.* Steam-Heated Chamber built
into valve converts water of condensation into steam ... keeps up-
right hose clear of water ... provides dry steam. Thus, water is con-
verted into steam **IN THE VALVE** before it reaches iron. This is
what it takes to give you steam-iron operation at its best.

CISSELL

The Cissell Low-Boy Steam-Electric Iron with Elec-
tric Thumb Control, \$82. The Cissell Low-Boy
Steam-Electric Iron with Electric Thumb Control
and Water-Spray Gun, \$99. F.O.B. Louisville, Ky.
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Consult Your Jobber

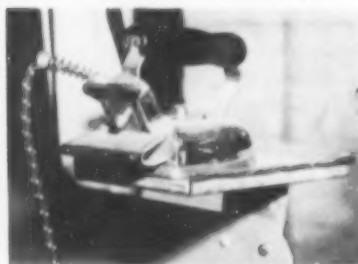


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Foreign Distributors Write Export Dept. — Cable Code: CISSELL
Pacific Coast Office: 4823 W. Jefferson St., Los Angeles

GADGETS and GIMMICKS

For Lining Touchup



It's easy for operators to handle their own touchups when an iron is handy right at the press. The arrangement shown here works very well at Eagle Dye Works, Hartford, Connecticut. A little metal platform with an asbestos pad is bolted to the back of the press platform. When not in use the iron is out of the operator's way.

Rubber Bands Support Hangers



Garments moving from assembly to the route racks at A. Talone, Ardmore, Pennsylvania, slide down steeply inclined rails and around a sharp curve. Sometimes garments in a multiple-piece order will build up enough speed and momentum to slide off the racks and onto the floor.

To keep the separate pieces of the order together, the assembler loops an ordinary rubber band over the necks of the separate hangers in the order. If a garment is dislodged on the trip down, the rubber band keeps it from falling all the way down. The

bands used are strong enough to support a suit for 48 hours before breaking.

Simple Net Holder



The sorter at A. Talone, Ardmore, Pennsylvania, has no trouble in keeping her work space neat. This net dispenser works perfectly and couldn't be much simpler than it is. The hopper is positioned above the table. When the sorter needs a net she just pulls one out of the opening at the bottom. After use, nets are tossed into the top of the hopper.

Counterbalanced Spray Gun



This looks like a very complicated way to support a water spray gun, but the operators like it at A. Talone, Ardmore, Pennsylvania. The use of the lead weight and pulley arrangement instead of the conventional spring keeps the gun from jiggling around, and very little pressure is required to pull it down. The plant makes its own lead castings for use as weights.

Rough Spotting Board Requires No Steps



LEFT: Cost low, efficiency high. Note shelf for supplies beneath board. Right: Flip of wrist brings garments from bin to board to shelf for finished work. Spotter scarcely has to move feet



These boards were designed by the engineer at A. Talone, Inc., Ardmore, Pennsylvania, with the convenience of the spotter as the major consideration. Wools to be spotted are piled in "bins" at left of board. The

operator simply reaches out with his left hand, picks up a garment, inspects and, if necessary, spots it on the sloping board, and places it on the projecting shelf at his right. A tumbler is immediately adjacent.

FOR YOUR

WET WASH

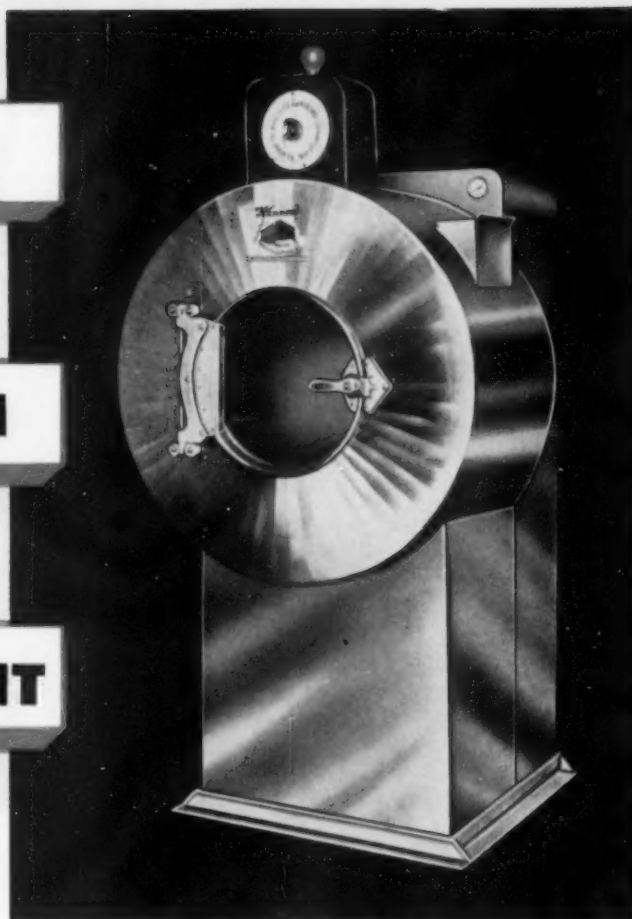
DEPARTMENT

the new
HAMMOND

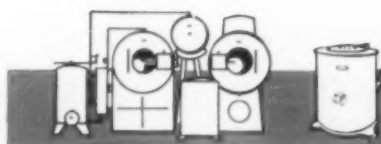
STAINLESS STEEL

OPEN - END WASHER

means Extra Performance



These Automatic Washers are all constructed with every Hammond superior engineering feature. The highly successful automatic controls are simple and trouble-free, yet give you the clocklike precision and consistency necessary to save you time and manpower. (All models available with manual controls).



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LAUNDRY-CLEANING MACHINERY CO.
HAMMOND, IND. U.S.A.



For February, 1954

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THAT HAS**
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CAL'S CHARGE

Especially designed for Charge Systems, this NEW Soap establishes a NEW standard in quality cleaning. Different, amazingly efficient, this truly economical soap excels in any competition, giving the kind of finished work which satisfies customers and adds to your reputation. Fabrics retain their original, new texture; colors are brightened and whites stay "true".

**THERE'S A CALED PRODUCT FOR
EVERY DRYCLEANING NEED!**



CAL'S CHARGE

**Gives you better cleaning
at less cost.**

Use 1% to 1½% charge without rinsing and beat the cleaning of other soaps — even better than most of the 4% charges and without the extra handling, greater cost and slower processing.

Use 4% Cal's Charge and rinse if you're set up to do so — you never have seen better cleaning.

Either way you'll have less wetcleans — less spotting — simpler classification — and no soap stains — no lint problems — and complete soil removal because

Cal's Charge Cleanability Is Built into the Soap!

CALED

**PRODUCTS CO., INC.
BRENTWOOD, MARYLAND**

**Now! A COMPLETELY
SYNTHETIC CHARGE
WITH ANTI-STATIC* CHARACTERISTICS**

THE MOST EFFECTIVE

**4% Charge
WITH THE
Single Bath
METHOD**

on the market today!

NO OTHER CHARGE CAN MATCH

THE QUALITIES OF

this Synthetic Charge!

**BUCKEYE CLEAN
CHARGE**

**A GREATER PERCENTAGE OF
UNDESIRABLE SOIL IS REMOVED!**

Buckeye Clean-Charge completely eliminates the need for an extra rinse because this light-colored charge does not adhere** to fabrics, and a large percentage of it becomes volatile during the drying process.

- Spotting and wet cleaning time reduced to a minimum!
- Fabrics are brighter, cleaner and LINT-FREE!

**NO FATTY ACIDS! NO DISCOLORATION!
NO DIRT-ATTRACTING FILM REMAINS!**

* Patent applied for; product in process.

** Clean-Charge is not substantive to any fabric.

SYMBOL OF QUALITY

**THE DAVIES-YOUNG
SOAP COMPANY
BOX 995 DAYTON 1, OHIO**

Here's why

the outstanding new

BUCKEYE CLEAN-CHARGE

**means effective cleaning with
the single bath method! . . .**

Synthetic Base charges are proving very successful in leading plants throughout the nation. Buckeye Clean-Charge, the most outstanding synthetic charge, is formulated of ingredients that remove the greatest percentage of undesirable soil. When Clean-Charge is used, so much of the material is evaporated in the tumbler that the remaining residue in the fabrics requires very careful analysis to detect the exact amount. Usually as little as one tenth of one percent is retained in the fabric after tumbling . . . and this remaining Clean-Charge is extremely valuable as it contains a special anti-static agent* that makes lint-free* cleaning possible.

No Undesirable Odors. Fatty acids have been the major cause of unpleasant odors in fabrics. This problem does not exist when 4% Buckeye Clean-Charge is used because this synthetic success does not contain any fatty acids. Buckeye Clean-Charge contains an anti-oxidant which efficiently prevents the formation of any odor!

No Discoloration Problem is possible when Clean-Charge is used. This crystal clear charge is transparent and does not discolor fabrics as darker charges often do.

Frequently when fabrics are immersed in other charges they retain a dingy and dull film that detracts from the feel and appearance of the fabrics. Furthermore, this remaining, objectionable film leaves the fabric in a condition to absorb soil more readily. Synthetic Clean-Charge, however, enhances fabric fibers and the anti-static characteristics neutralize microscopic soil and lint particles in the cleaning process and, also, tend to make the fabric repel soil and lint after cleaning is completed.

Plants Save through the installation of Buckeye Clean-Charge! Wet cleaning is practically eliminated! Spotting time is reduced to an absolute minimum! And added to these savings, plants find that the result of satisfying customers with top quality cleaning leads to increased business!

* Patent applied for; product in process.

The New Pantex Hydro-Air

Drycleaning Press ...

to be the finest, an
Air-Operated Drycleaning Press
MUST have a *Hydro-Air* Power Unit!



an IMMEDIATE SUCCESS!

Unqualified approval throughout the industry — that's the story on this the newest and finest press Pantex ever made — and for a good reason — operators are getting more garments finished, per day, than ever before! Pantex engineers, using both hydraulic power and air power in the revolutionary Pantex Hydro-Air Power Unit, have eliminated usual levers and links to make this new drycleaning press extremely fast, smooth, and quiet. Contact pressure is correct for high nap, soft fabrics, a most important feature, and finishing pressures are easily adjustable for all fabrics. Advanced design permits unusually rugged, simple construction and streamlined appearance. Requiring less floor space and less maintenance, this new Pantex press is truly the world's finest air-operated drycleaning press. Detailed Bulletin available on request.



PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND

EDITORIALS

Looking Ahead

As this is written, a deluge of economic forecasts has just descended on the nation. We have plowed through a big pile of these portentous documents and hereby pass on what sense we have been able to make of them.

Almost all of the economists believe that we are in for a slight recession and that the total output of the nation will drop somewhere between 10 and 18 billion dollars during 1954. In case you are old fashioned and still impressed by the sound of a billion dollars, don't be alarmed. This year will be the *second* biggest year in our history, bigger even than 1952.

What the government intends to do is, of course, a big item to consider. President Eisenhower's State of the Union message of January 7 provides a few clues here. Last year government spending was reduced by a cool seven billions. This year should see another five billions lopped off. These cuts, however, have not been able to entirely stop the growth of our national debt. Ike says that he is going to have to ask the Congress for permission to increase the statutory debt limit above its present mark of 275 billions.

About 75 cents out of every dollar the government spends according to its proposed 1953-54 budget will go for military, veterans, and international security purposes.

What Ike had to say about taxes sounds hopeful. Part of it warrants quoting: "The new budget provides for a lower level of taxation than has prevailed in preceding years. Six days ago individual income taxes were reduced and the excess profits tax expired. These tax reductions are justified only because of the substantial reductions we already have made and are making in government expenditures. As additional reductions in expenditures are brought gradually but surely into sight, further reductions in taxes can and will be made. When budget savings and sound governmental financing are assured, tax burdens should be reduced so that taxpayers may spend their own money in their own way.

"... Without attempting to summarize these manifold reforms, I can here illustrate their tendency. For example, we propose more liberal tax treatment for dependent children who work, for widows or widowers with dependent children and for medical expenses. For the business that wants to expand or modernize its plants, we propose liberalized tax treatment of depreciation, research and development expenses, and retained earnings.

"Because of the present need for revenue the corporation income tax should be kept at the current rate of 52 percent for another year, and the excise taxes scheduled to be reduced on April 1, including those on liquor, tobacco, gasoline and automobiles, should be continued at present rates."

We especially liked the part about taxpayers spending their own money in their own way, and the reasonable attitude for businesses that are trying to grow.

The drycleaning industry has plenty of reason for cautious optimism. Those who have made a study of it predict that sales will top one and one-half billion dollars in 1954. The market is there, and the nation's customers are going to have 247 billion dollars of disposable income to play around with. In offering a needed service at a reasonable price, there's no reason why the industry shouldn't get its share of that loose dough. But don't think that everybody else doesn't have his eye on that dough, too. The competition will step up, and there are plenty of indications that it will be downright rugged. The seller's market is a thing of the past. This is definitely not the year to relax your sales efforts.

The Institute's cost and profit figures for 1953 have not yet been released, but they should show a pretty good year, probably the best volume-wise that we ever had. The equipment and supplies people seem to have done a lot of business, and most of them anticipate an even bigger 1954. Relaxing of credit restrictions should make it easier to buy new equipment this year.

We can tell you how a few other items made out in 1953. Personal income rose six percent to a record of 285 billions, and we hope that yours rose right along too. In the savings department, Americans managed to stash away 19 billions. For labor there were record wages and employment, and we all consumed 67 billion dollars worth of food. More than a million new homes were built, the television manufacturers turned out about seven million sets, and the radio people made more than 12 million radios.

One of the most sensible comments we read on the anticipated slight recession was published by a bank, the Guaranty Trust Company of New York. The article pointed out that the boom which started with World War II and which has continued through the Korean hostilities was artificial, and that a readjustment is not only inevitable but desirable. A recession is a corrective process, and we all know that there is plenty to correct. Those who are crying for the government to do something to forestall this correction are asking for the easy way out, and any measures taken by the government can only prolong the unhealthy condition and make its eventual cure more difficult.

The article summed it up this way: "The real task of readjustment after a boom is not performed by the government but by business itself under the pressure of contracting markets and tightening competition. Deadwood is cut out. Inventories are reduced. Unsound projects abandoned. Price and cost relationships are realigned. Operating inefficiencies in labor and management are eliminated or diminished. The quality of goods and services is improved. Inflated values are written down to realistic levels. Consumers wants are re-examined. The 'lost art' of salesmanship is re-discovered."

BISHOP'S FASTEST HANDLING METHOD

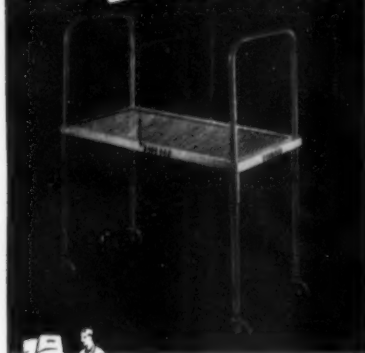
CUTS COSTS IN HALF!

BISHOP CLOTHES CARTS

PATENTED

Speed unfinished garments from marker to cleaner, from tumbler to spotter to pressers, up to 50% faster. Eliminate space-wasting tables and bulky unwieldy baskets. Employees work directly from these carts without stooping or bending...turn out more pieces per hour with less fatigue, because garments are not wrinkled from be-

IN 1/2 THE TIME



FROM TUMBLERS



TO SPOTTERS



TO PRESSERS



Garments lie flat, easy to finish, always within reach—no stooping or bending.

ing crumpled in a basket; instead, they lie flat on the cart for easier, faster finishing. These fireproof, all-steel carts roll smoothly, effortlessly; turn in their own length. For best results, use in multiples (smallest plants need minimum of 3; larger plants use proportionately more).

SPECIFICATIONS: Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; 18" wide, 38" long. Platform height adjusts from 23" to 35". Four 3" Neoprene swivel wheels. Ship. wt. each, 50 lbs. Model B2-100, F. O. B. Chicago:

Only **\$29.50** each

BISHOP Self-Assembling SORTING REEL

PATENTED

Perfect sorting method for every plant, regardless of size. Fits any system. Bishop reels replace old-fashioned straight racks for assembly. As finished garments reach assembly department, operator sorts into numbered slots corresponding to last two invoice or tag numbers. All parts of order thus automatically come together, are sent as a unit to the bagger. Operator stands in one spot to handle one reel or more...

IN 1/2 THE SPACE



Number changer on reel rim lets numbers read 01 to 51, or 51 to 00, or 01-51 to 50-00 as required.



assembly slots come to her. Reel turns at a flick of the finger, at exact speed desired. Cuts assembly space in half...saves 25 miles of walking per assembler per day. No tiresome, costly carrying of heavy garments...no crushing of finished work...no loss and "burying" of garments. No installation or maintenance cost. Can't tip or sag; may be moved easily when desired.

SPECIFICATIONS: Diameter (empty) 50"; (loaded) 6 ft. Floor space (loaded) 6 x 6 ft. Capacity 350 dresses or 200 suits, in 50 slots, each with belt and tie holder. Height adjusts from 62 to 80 in. All-steel. Tapered roller bearings in hub. Ship. wt. 170 lbs. No. B12-50, F. O. B. Chicago:

\$111.00

Invoice Clips, set of 50.....\$9.50

Makes every operation more efficient... more profitable

BISHOP BAG-O-TEER

PATENT PENDING

One compact, complete unit gives you every aid to fast, efficient bagging right at the operator's fingertips; an improved, tighter-gripping and faster-acting bagging rod assembly (exclusive on the Bag-O-Teer)...overhead racks hold several hours' supply of 3 sizes of bags in proper position to be drawn instantly over garments...sturdy invoice desk holds papers, pen, stapler, etc. ...racks underneath for reserve bag storage...all on heavy non-tilt base. Your op-

FOR 1/2 THE COST

50% MORE orders bagged per hour, with less fatigue, in less space.



erator bags more garments faster, in less space, with no walking, no reaching, no lifting. Eliminates slow, tiring motion of pushing bag up on a suspended rod; keeps bags clean, uncrumpled, untorn. Set unit wherever desired; moves easily to new location if required.

SPECIFICATIONS: Over-all height 81"; writing surface of desk 41" high; desk area 24" x 13 1/2". Bagging rod extends to 73" high. Heavy steel base 24" diameter. Floor space 36" x 39". Ship. wt. (knocked down) 114 lbs. No. B30-2, F. O. B. Chicago: **\$84.75**

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G. H. BISHOP CO., EVANSTON, ILL.
(A SUBURB OF CHICAGO)



HE IS OUR DISTRIBUTOR

MANUFACTURERS SINCE 1893

New Assembly System Saves Steps

By GUY PULLEY

Storage racks are simply an extension of
assembly line at small California plant

"FROM PRESSER to customer with only one hand-lifting of garments." That was the chief objective of Morty Feldman in planning his new plant, White Oak Cleaners, in Reseda, California, a suburb of Los Angeles.

Mr. Feldman had some ideas of his own which he wished to incorporate, and he engaged the services of the late Cliff Wageman, regarded as one of the leading cleaning plant designers in the West. Together they developed a plant that not only has a very efficient speedline system but uses other original ideas that have, Mr. Feldman believes, increased vol-

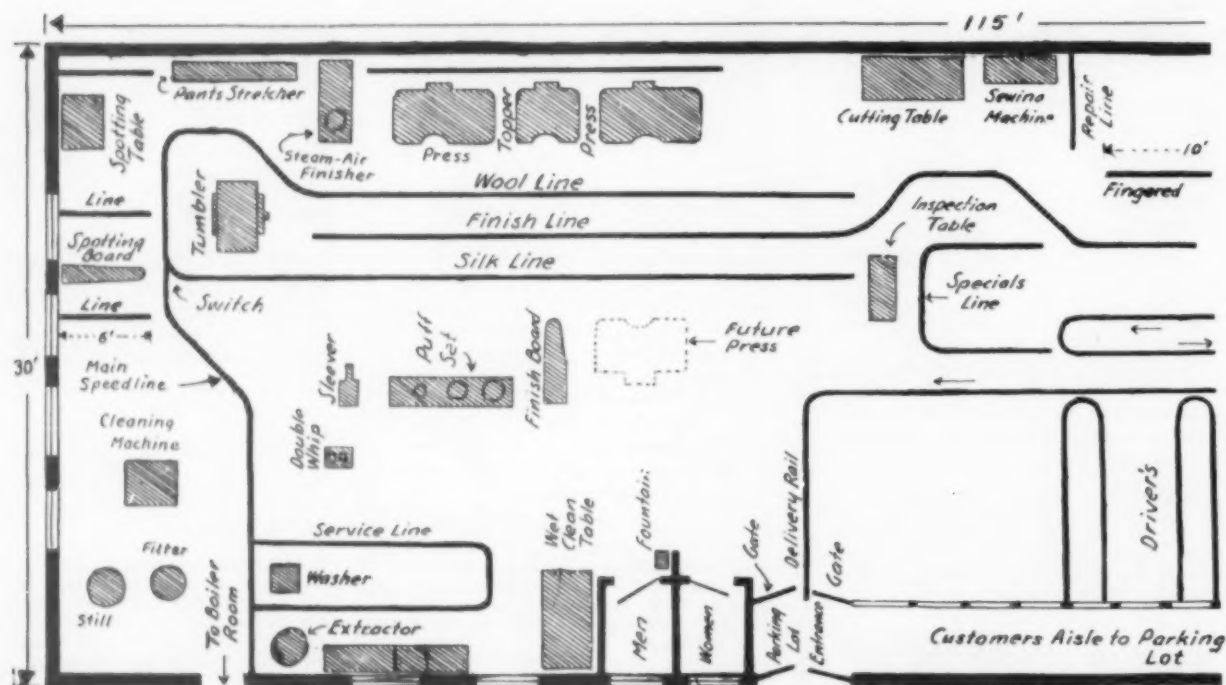
ume capacity approximately 40 percent over that of the average plant of comparable size. White Oak's present volume runs 2,000 to 2,300 pounds per week with a base price of \$1.25 for a man's suit or plain dress.

Particular attention was focused on the assembly department. Messrs. Feldman and Wageman sought to minimize hand-lifting of garments in this section. They were successful in reducing the procedure to a single lifting operation—excepting, of course, where garments have to be relayed to the repair department. This one-lift movement consists of transferring gar-

ments coming over the finish line from the pressers to the assembly line.

The assembly line is curved so as to extend around the end of the finish line for a distance of 10 feet on either side. In assembling, the operator merely stands in one spot and lifts garments from the finish line to either arm of the assembly line. Each arm contains 25 double-numbered spaces, separated by metal fingers (designed by Mr. Wageman) which can be lifted to permit the entire lot to be pushed to the storage racks located immediately behind the front office.

These brass fingers, about 5 inches



COMPACT LAYOUT for long, narrow plant shows how storage racks are extension of assembly line.



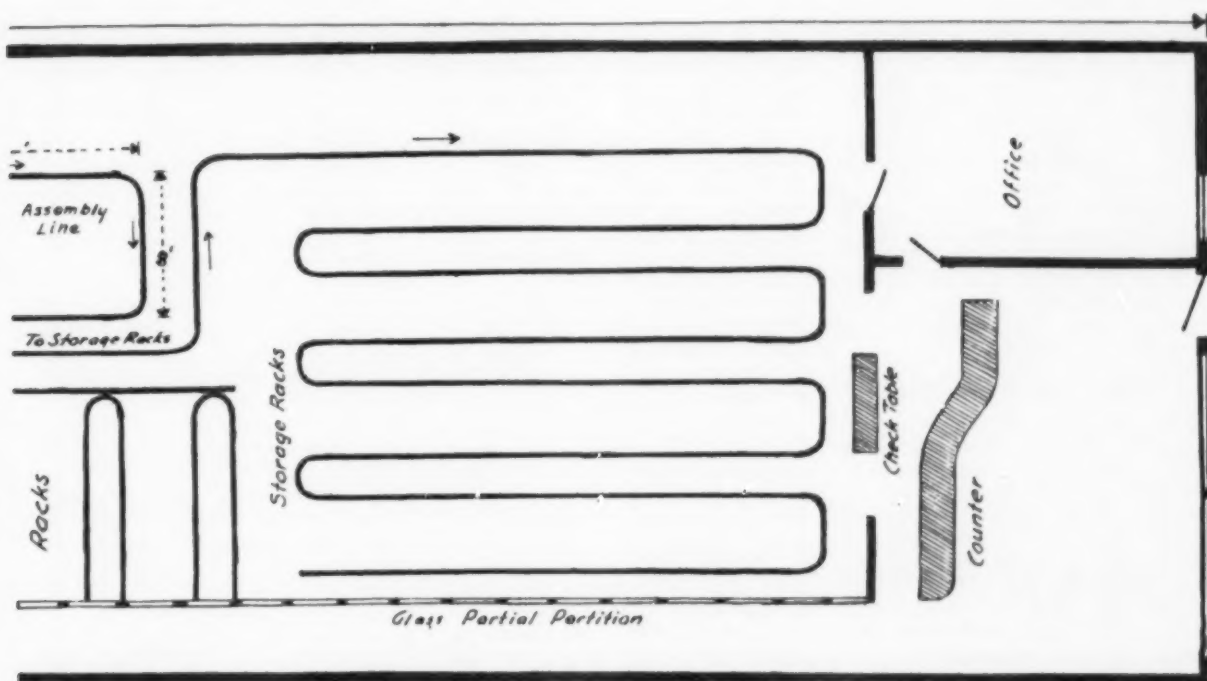
METAL FINGERS which separate orders when lowered are here raised to permit entire lot to be pushed to storage area

long, are welded vertically to a rod which runs parallel to the assembly line and about 5 inches above it. The rod is set into couplings to make it turnable. A lever at one end is used for lifting all the fingers simultaneously—the fingers cannot be lifted

independently. They drop down to the assembly line until their points overlap the line at 5-inch intervals, thus providing ample room for one completely assembled order.

While down, the fingers keep orders entirely separated. When lifted,

the fingers release the lot so that it can be pushed along the speedline to the storage area. **There is no further hand-lifting of garments.** The assembly line and the racks forming the storage section are actually one continuous line. (Continued on page 40)



Most productive stations are within a step of speedrail, thus requiring very little walking



RACK FOR SPECIALS is located immediately behind inspection desk in this view looking toward front of plant. Finish line is at left

(Continued from page 39)

The two arms of the assembly line are double-numbered, in that one arm is numbered 1 to 25 and 51 to 75, while the other arm has the numbers 26 to 50 and 76 to 00 (double zero). The first space on the first arm, for instance, carries the numbers 1-51, the second space 2-52, and so on to 25-75. The reason for this is that garments are hung in the spaces between fingers that match the final two digits of the order number.

The plant operates on a 50-order-lot basis. Therefore one lot occupies all spaces of the two arms of the assembly line. When the lot bearing order numbers whose final digits are 1 to 50 leaves the two arms of the assembly line, the same spaces are used again for order numbers whose final two digits are 51 to 00. By this method, 20 feet of line will handle 100 orders, whereas 40 feet would be required if the line were numbered 1 to 100 consecutively.

Tracking Down Stragglers

It is not necessary for an entire lot to be held on the assembly line until stragglers or re-cleans come up. The plant uses a four-part invoice, two copies of which (yellow and white) remain with the order during processing. In orders containing a straggler or re-clean, the white ticket is pulled off. All items ready for assembly are circled in pencil. An item *not* circled indicates an out-of-lot piece.

The white ticket is kept on a clip file at the assembly desk until the

missing item (or items) shows up in the assembly department. Then the ticket is taken to the identification file at the front counter (more about this file later) and the straggler or go-back is put with the remainder of the order, which by this time has gone to the storage racks.

Just before an assembled lot is moved to the storage racks, all white tickets are removed and taken to the identification file. The metal fingers are raised and the lot is pushed forward around a half-circle bend in the assembly line, and on to the storage area (see diagram).

En route, the garments pass the driver's racks, where items for the plant's one route are lifted off. These items are easily identified because the routebook tickets are smaller than those issued by the front-counter machines. The driver's tickets are numbered in the same manner as the other tickets (by use of a marking machine) with the exception that the letter "A" precedes the order number. The "A" of course means Route A. If more routes are added, they will be designated "B," "C," etc. The driver's items are processed along with the others. A special speedline leads from the driver's racks to the side door for convenient loading.

Specials (usually one-day service) have an assembly line of their own, located directly behind the assembly desk. Specials always have a white tag stapled to the garment and, in marking, the final digit indicates the actual day of delivery to the customer. Spe-

cials are not held on this rack until customers call for them. They go along with the regular lot to the storage racks, and are placed on the line in numerical sequence. Say, for example, a special is numbered 4525. It will be inserted after order No. 4524 in the regular lot going to the storage racks.

Each 50-order lot is run by color—blue, brown, yellow and pink, in this sequence—and is assembled numerically. A numbered series for each color runs from 1 to 9999 and each order number is followed in turn by a letter which identifies the particular series. This letter is followed by a figure that stands for the week day on which the order is to be completed.

For example take 8803-A2. The figure 8803 is the order number. The letter "A" represents the series being currently used. When the order numbers reach 9999-A, a new series is started with 1-B; and when the volume of orders reaches 9999-B, a C series is started, and so on.

The final digit, 2, simply means Tuesday, the second day of the week, the day the order is scheduled for completion. Monday is 1, Tuesday 2, Wednesday 3, and so on. Finishing time for garments bearing colored tags is always set for one day before delivery to customers. Specials, as previously mentioned, are marked for the actual day of delivery.

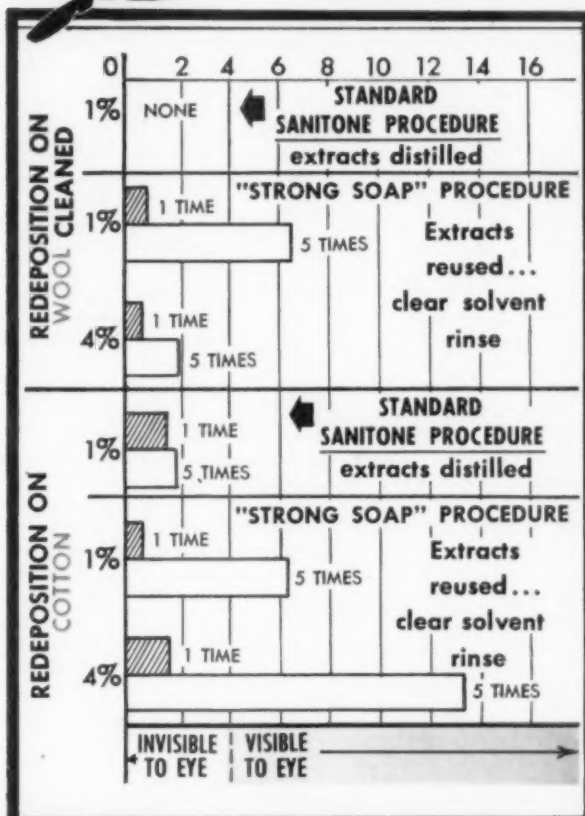
The Marking System

The ticket and marking system is as follows: Two machines at the front



When is a **CLEANED** Garment Not a **CLEAN** Garment?

*I Know, Teacher...
When there is
REDEPOSITION!*



Charts compare standard Sanitone procedure with the results when extracts are saved. Write for details of test data taken both in the Lab and from tens of thousands of garments cleaned the right way!

SANITONE has the facts which we'll be glad to send you. BUT, if you're really alert to big OPPORTUNITIES, you'll want to know more about how customers respond to cleaning that really cleans...how people respond to Sanitone advertising...how the Sanitone Engineer can help you produce efficiently, profitably. Write today!



Sanitone

DRY CLEANING SERVICE

A Division of Emery Industries, Inc.
Carew Tower • Cincinnati 2, Ohio

counter issue four-part tickets, a white original with duplicates in pink, yellow and green. The customer is given the pink copy. The white and yellow tickets are used for guidance during the processing period, while the green ticket remains in the counter machine as a permanent record of orders. These tickets have a code number printed in the lower left-hand corner, but this number is disregarded in processing. It is useful later in serving as an additional check when the customer calls for the order by reducing the possibility of a mixup.

Marking is done by an electric marking machine which stands on a table behind the service counter. After receiving the bundle over the counter and handing the customer the pink ticket, the attendant places the remaining tickets (white with yellow duplicate) on the bundle and puts it into a bin that has been labeled according to the date of return to the customer.

Later, when she has free time, the attendant takes the bundles from the bin that is to be processed first, stamps an order number on the white and yellow tickets, and prints the same number on a colored tag that is stapled to each item in the bundle. When one bin is completely marked, she marks the next, and so on. The customer, of course, has departed before her items are marked; therefore the pink ticket does not bear the order number.

Color Records Kept

The girl at the marking table keeps a master file in a stenographer's notebook which shows the lot numbers, color of tags, the day the orders will be ready, and the date of marking. For example:

4001-4050	Blue	Fri.	Oct. 28
4051-4100	Brown	Fri.	Oct. 28
4101-4150	Yellow	Sat.	Oct. 29
4151-4200	Pink	Sat.	Oct. 29

Note that the color of each lot is recorded. Recording of color is considered important in this plant. For example, when it is necessary to pick up a straggler or re-clean, the attendant consults the master file, notes the lot color, then looks through tags of the same color until she finds the missing garment, rather than hunt through many numbered tickets.

Furthermore, sweaters and blankets, which are stored in piles on shelves according to the color of the tag, can be located quickly. If other garments are processed along with the sweater or blanket, they go in their numerical order in the storage lines.

Overlapping of colors in a single



OWNER MORTY FELDMAN stands at checking point near spotting area where wool and silk lines diverge. Garments are hung immediately after cleaning

day in the production department is no problem in this plant. As a matter of fact, overlapping seldom occurs, because the four colors used will take care of four lots, and this rather small plant does not often handle more than that quantity per day. However, if overlapping should occur, the preceding lot of the same color would have already gone through processing and reached the storage racks. Also, if there is overlapping, the first two digits of the order number indicate the lot to which the items belong, thus avoiding any possibility of mixup.

The front counter attendant keeps a reference file containing the white tickets of all orders processed. These tickets are pulled off the lot and brought to this reference file just before the lot is transferred from the assembling department to the storage racks. Each ticket contains the name and address of the customer and is filed alphabetically. When a customer brings in a pink ticket, it is compared with the white ticket in the reference file. It is here that the pre-printed code number on the ticket serves as a double check. The white ticket shows the stamped order number. It is a simple matter to find the garment immediately as orders in the storage racks carry consecutive numbers.

Here's an example of the efficiency of this reference file. A girl came in who lost her pink ticket—she didn't even remember the color of the dress. Since the white ticket was filed alphabetically, and the customer mentioned approximately the date the garment

was brought in, the counter attendant was able to locate the white ticket and find the dress in less than one minute.

The diagram on pages 38 and 39 shows a very compact arrangement of equipment throughout the production room, specifically designed to save steps. The speedline system begins at the cleaning unit located in the left rear corner of the room. All clean garments are put on hangers at this point.

The speedline proceeds across the back of the room, making a slight turn to the left so as to pass near a spotting board stationed at the rear wall about 10 feet from the cleaning unit. All work is checked at the spotting board. A spotting table stands in the corner. Each spotting station has a 6-foot service line coming off the main speedline. A tumbler is located just across the aisle from the spotting equipment, allowing easy access from both stations.

Work is split at the checking point. Silks are switched off; wools pass on to the wool line. The finish line runs between the silk and wool lines.

In spite of this compact grouping of equipment, there is no feeling of crowding. Garments are transferred from either the silk or wool line to the finish line usually by the operator taking only a single step. Only a step or two is necessary at the wetcleaning department in moving work from the service line to the main speedline; while at the cleaning unit, spotting equipment and tumbler, seldom more than one step is required. # #

Eaton's

"CHARGE"

CLEANING SYSTEM

FORMULATION NO. 14174

Eaton's Formulation No. 14174 "CHARGE SYSTEM" operates at 1%. It does not require additional rinsing equipment or gadgets to control, or indicate, moisture in the process.

Using Formulation No. 14174 according to our very simple directions, your cleaning results will be comparable to any in the industry.

In addition to these advantages, our "CHARGE SYSTEM" offers you a bonus by enabling you to include SIZIN—our water-soluble, synthetic-resin sizing—in the cleaning cycle, which facilitates the finishing of all materials.

Why Experiment—Use Eaton Products

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EATON CHEMICAL AND DYESTUFF COMPANY

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Markers Stamp Lot Color

Greater flexibility is big advantage of
Model's new lot identification system

By PHIL GREENE

THE USE OF COLOR has proved the easiest and fastest way of identifying lots in a cleaning plant. There isn't much argument about that.

There are strong differences of opinion, however, on how best to use the color. An operator can use permanent fabric tags, preprinted strip tags, roll tags, marking machine tags, hand-marked individual tags, and any number of other variations. Some come as part of the invoice, others are separate.

The latest variation that we know

of is now in use at Model 33 Services, Harrisburg, Pennsylvania. At Model, President Bill Cundiff and General Manager Joe Buck have worked out a means of having the markers supply the lot color to plain white perforated strip tags which are a part of the firm's newly designed snapout invoice.

According to Mr. Buck, this system has all of the advantages and then some of a prenumbered-invoice-and-tag setup in which tags are printed on colored stock. His experience with

precolored tags was that no matter how carefully they were ordered, the supply of, say, blue tags would run out before the red tags. Consequently it was often necessary to place small orders of invoices carrying a particular color to keep the supply balanced.

This problem was further complicated by Model's store and route setup. The plant has seven stores and eight routes. Model wanted its garment tags to indicate not only the invoice number and lot color but the store or route as well. This proved difficult to control when the number, color and store or route identifications were all preprinted.

ONE IMPRESSION marks six garment tags with lot color and outlet number. Pad for stamp is just above girl's hand



Making Out the Invoice

Here is how Model's system works. Marking is handled both in the stores and in the plant, with the plant markers handling route work. Each invoice accommodates a maximum of two garments. We'll assume that an order consists of a man's two-piece suit and a pair of child's slacks, and has been picked up by Route 4. The driver has already filled in the name and address, the route number, and the date the order was picked up. He detaches the upper right-hand corner of the last sheet and gives it to the customer as her claim check. The order with invoice attached to the bag is brought to the plant and sent up to the marker.

The marker fills in the rest of the required information on the first sheet, including the price, and turns to the last sheet, which includes the tags. The upper left-hand section, carrying a carbon copy of the customer's name and address, will go to the office immediately. The rest of the sheet consists of six prenumbered tags.

The marker knows that the order is to be processed in Lot 3, which is

ONLY 27½" WIDE

Saves Floor Space...

the perfect dryer for
diaper — bachelor — family work
individual bundles



the Original

HUEBSCH *twin*

by the Inventor and World's Largest Manufacturer of Open-End Drying Tumblers

HUEBSCH MANUFACTURING COMPANY, 3775 N. HOLTON ST., MILWAUKEE 1, WIS. Division of THE AMERICAN LAUNDRY MACHINERY CO.

only the HUEBSCH TWIN
offers all these features:

- Safety switch shuts off cylinders and fan when doors are opened.
- Only one motor—for easier, more economical maintenance.
- Equalizing baffle—for even drying in both cylinders.
- Low initial cost; low operating cost; ruggedly built for years of service.
- Exclusive cylindrical lint trap deposits lint in the lint drawer by simply giving the lint crank a twist—or a kick.
- Faster drying, and more efficient drying, in less floor space and for less money, easy to operate, easy to maintain.

Available in steam and gas heated models. Steam heated tumbler shown.

Above: SAMPLE INVOICE for a two-garment order. First item is man's two-piece, brown, striped, woolen suit with label reading "Malin." Second item is pair of child's blue gabardine slacks with label "Powers." "X" on this item means single-piece garment

Right: FIFTH SHEET of invoice shows at upper left stub that tells plant order has been received on second day of month. At upper right is customer's claim check which, if a route order, would have included only route number and call date. Bottom half of sheet consists of six garment tags carrying invoice number, route color and outlet number

green, so she picks up a 7-inch rubber stamp, inks it on a green ink pad, and stamps a bar of color across the tops of the six tickets. The stamp has been so designed that the number of the route, which is 4, appears within the solid bar of color at six intervals, spaced to imprint on each of the six tags. The tags are then separated. The marker staples a tag to each of the three pieces in the order and throws the three remaining tags into the wastebasket.

The order is now marked in and ready to be processed.

Model's Lot System

The form of invoice and tag used has been designed to fit hand and glove with the lot system. Model is using six day lots, plus a "no lot" category which includes large orders of uniforms, etc., from schools, police groups or other organizations.

Colors assigned to each of the day lots are:

Lot 1—black

Lot 2—orange
Lot 3—green
Lot 4—red
Lot 5—yellow
Lot 6—purple
No lot—blue

A requirement of a good day lot system is that it have enough subdivisions to even the daily fluctuations. Model balances its lots by a strict cut-off schedule for the stores and routes. Lot 1, for instance, includes store work picked up between the hours of 10:00 a.m. on Saturday and noon on Monday, plus all of the Saturday route pickups and any Monday route garments brought to the plant before 1:00 p.m. Lot 2 includes all store work picked up after noon on Monday and up to noon on Tuesday, and route work picked up after the relay on Monday. Lot 3 is work which is received from noon Tuesday to noon Wednesday in the stores and all of Tuesday's route pickups.

Lot 4 is built up beyond the nor-

mal store and route pickups by the addition of all "kick aheads" and bulk process articles such as showerproofing, mothproofing and household. "Kick aheads" are orders for which the customer is in no particular hurry and which can be returned later than the normal four-day service. No matter when these are picked up, they are marked in as Lot 4 and held until Thursday for processing with that lot. Bulk process work is marked in as Lot 3 or Lot 6.

Storage items and out-of-season articles are used to balance the workload during the normally slow seasons.

Certain plant services are offered in which work must be speeded up rather than retarded. Same-day service, "preference" orders which are finished one day ahead of regular service at no extra charge, press only's, and orders coming out of wool storage are examples. These, except for wool storage, are marked into the regular lot but are flagged for fast service in the plant. Storage receives its lot as-

DO IT YOURSELF!

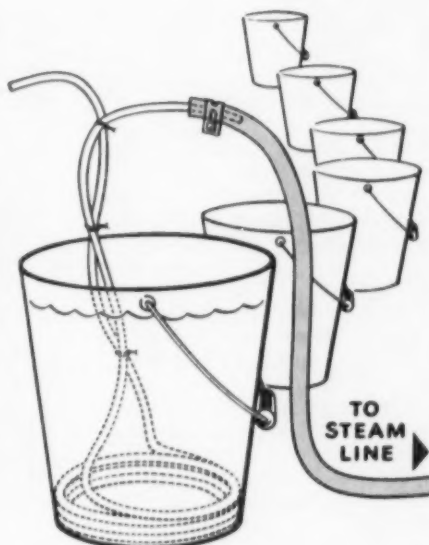
"You can only do it with **EXZYME**"

says Kenny Stedman, head spotter at
Essling's Cleaners—Dyers,
La Porte, Indiana.

With EXZYME'S long life and non-souring features Kenny Stedman digests efficiently and economically. His heating unit consists of a 25 ft. coil of 1/4 in. copper tubing with which he heats up the 3 gal. white enamelled pails in which he does his digesting. In a few seconds the copper coil connected to his steam line by hose brings the temperature up. By using several pails he is able to run various colors and fabrics without danger of color depositing, and he lets time and EXZYME work for him by overnight soaking with addition of salt to hold color. By next morning, most of the spots are gone, those needing a bit more treatment are easily reheated by the "make it yourself" heating coil, and the shop smells fresh and clean.

Why don't you try it? The coil is cheap, costs about \$3.50 at an auto supply store; you have spare hose and a clamp.

The Pabst thermometers are still available. Check the temperature of the bath. Mail in your coupons now.



PABST BREWING COMPANY
Industrial Products Division
221 N. La Salle St., Chicago, Ill.

EXZYME

**TRY IT — TODAY!
SAVE TIME, SAVE MONEY!**

**Sold by most
good jobbers everywhere.
Write for free sample
and information.**

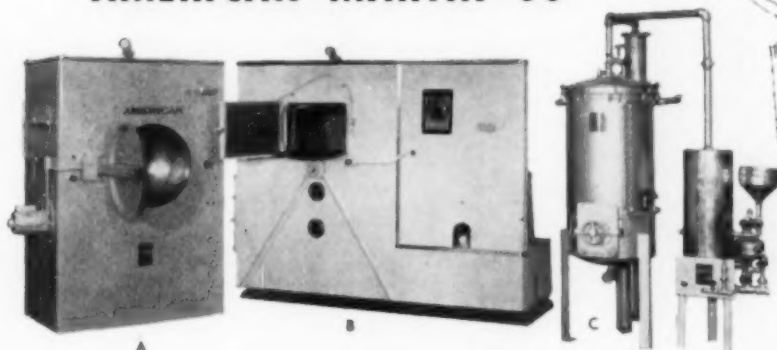


to a dry cleaner on the way up...

You're doing all right! Quality cleaning, good service—
making money! Business is good . . . maybe
too good for the capacity of the
equipment you now operate. *If so,*
you'll want to know all about
the big-capacity . . .



AMERICAN-MARTIN 60



A—Perc-Saver Tumbler. B—Extracting Washer. C—
Powderless Filter-Still with Automatic Strip Still Tank.

The American-Martin Model 60 Deluxe Transfer Unit (perchloroethylene solvent) cleans, extracts, dries and deodorizes 200 lbs. of work an hour. Completely automatic through all phases of the cleaning cycle. Solvent continuously filtered; either batch or continuous distillation. Solvent storage tank built right into unit.

Powderless filtration saves solvent, eliminates costly filter aids. Self-cleaning—no tedious clean-out. Easily installed, the American-Martin Model 60 Unit requires no foundation, no bolting down.

You can depend on your American Representative. Rely on his advice in your selection from the *complete American Line* of equipment. Backed by our many years experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance anytime—without obligation.



Mail Coupon Now!

.....

AMERICAN CLEANERS EQUIPMENT CO., ALM-104
CINCINNATI 12, OHIO

☐ Please send Bulletin BB 954-002 on American-Martin Model 60 Transfer Unit.
☐ Please have American Representative call.

Name

Care of

Address

City & State

.....



AMERICAN
CLEANERS EQUIPMENT CO.

Cincinnati 12, Ohio Division of the American
Laundry Machinery Co.

World's Largest, Most Complete Line of Dry Cleaning and Laundry Equipment




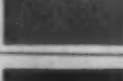



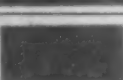
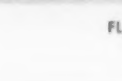
made a more flexible invoice and tag system desirable. One was that the plant's stores handle their own marking, which works out to 42 percent of the entire marking load. The second was Model's use of day lots rather than lots made up of a specific number of bundles or pieces. With day lots, as stated earlier, markers often handle more than one lot at a time.

Model is now able to order invoices in large quantities without having to specify color sequences or special store and route designations. When a routeman's or store's supply of invoices is running low, the office simply issues 2,500 more and notes that so-and-so has received invoices numbered 80,001 to 82,500. The store or driver must account for each invoice, but the fact that invoice numbers in process in the plant may be several thousand apart is of no concern.

Costs Have Been Cut

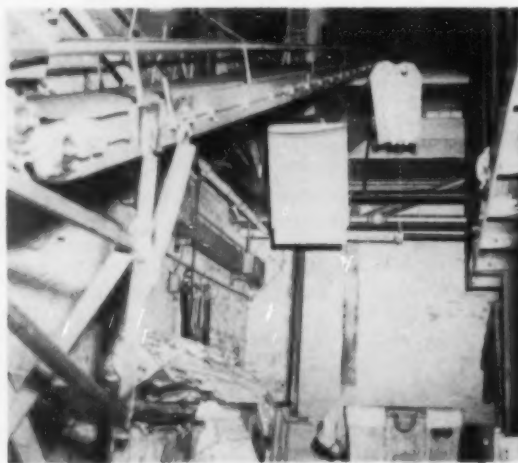
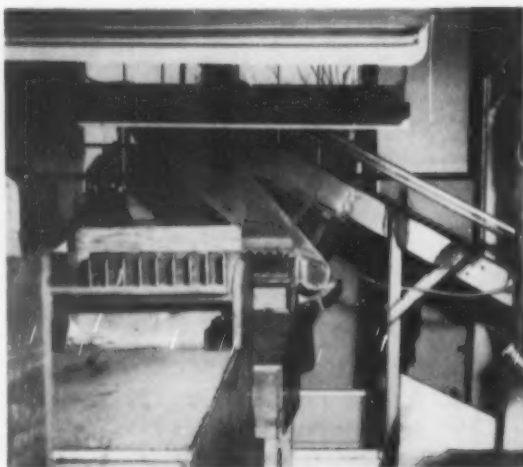
The new system has worked very well since it was installed last October, and Mr. Buck sees no reason why it wouldn't work just as well in a much smaller plant where flexibility in the marking and lot systems is needed.

Although Model considers the efficiency of the system ample justification for its use, a cost advantage has also been noted. The plant's cost per invoice has been reduced by ability to order in larger quantities, and an extra charge for tags in different colors has been eliminated. # #

SPECIAL SERVICES IDENTIFICATION FLAG	
We identify Special Attention Pieces and Services with a FLAG in addition to the Marking Tag. These colored FLAGs are a signal to our different operators that they must read the marking tag to find out what special service the customer is requesting or what special processing is wanted.	
	RED FLAG - Identifies a Sameday Service piece to all D/C Production Operators. It must be done at once and sent to the next unit. We are trying to do a good job in hours instead of days, therefore, every minute counts.
	GRAY FLAG - Identifies a Preference piece to all D/C Production Operators. This piece is done quickly and passed on because it is promised one day ahead of the regular lot schedule.
	GREEN FLAG - Identifies Cleaners and Spotters Attention. Cleaners and Spotters read tag to find out what caused the spot and/or what is to be done. Inspector reads tag to make sure it was done.
	BLUE FLAG - Identifies Pressers Attention. Pressers read tag to find out what is to be done. Inspector reads tag to make sure it was done.
	BROWN FLAG - Identifies Paid Repairs. Pass-Up Inspector reads tag to see if it says "REP". If "REP" she routes to following unit. If no "REP" on tag she routes to pressing. Assembler holds Brown Flags on open line until all pieces of garment are completed.
	WHITE FLAG - Identifies "Carriage Trade" to all D/C Production Operators. Pass-Up Inspector routes direct to Pressing Supers.
	ORANGE FLAG - Identifies PRESS ONLY. Plant Markers and Mark-Ship Super give directly to Pressing Supers. Process and Ship at least as fast as Same Days. Customers usually need it for an emergency. That's why they specified Press Only.
	PINK FLAG - Identifies Envelope (either ornament envelope or lost and found). Inspectors will give Pink Flagged pieces to Minor Sowers. Minor Sowers will do the work, will attach Envelope to the garment, will give back to Inspector for inspection before it's sent to Assemblers.
	YELLOW FLAG - Identifies Storage. All operators will treat same as a Preference Order and will expedite through plant so delivery can be made within the three day promise.

FLAG SYSTEM is summarized on this card for benefit of markers

Conveyors Serve Marking Department



LEFT: Incoming work from routes reaches marking department on second floor via conveyor in background. After work is marked at booths, girls toss pieces onto chute at lower right. RIGHT: Marked work slides down chute, hits baffle, and drops into waiting basket for sorting

NOW AS NEVER BEFORE
MOTH SEAL
MEANS MORE
CLEANING
SALES!



There's only one Genuine



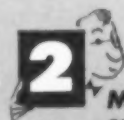
GENUINE STANDARD MOTH SEAL

America's No. 1 "best seller." Handsome cedar grain pattern. The perfect door opener and price leader. New double lock top and bottom closing devices.



1

Moth Seal's a Two-fold Deal! Moth Seal Storage Bags—tops in quality, style and features—get your customers thinking about *both* your cleaning service and the low-cost protection service these bags provide their garments. Sell these two services together; they're a natural duet for greater profits!

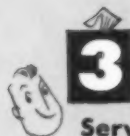


2

Moth Seal Bags Are Pre-sold for You! Year after year, month after month . . . Moth Seal tells your customers the concrete advantages of protecting their "out of use" garments with these bags. Every selling tool from national advertising to "right-on-the-counter" signs has been used to drive home the importance of Moth Seal Bags—a service only you can provide!



MOTH SEAL... *in two styles!*



3

Moth Seal Protects Your Cleaning Service! Every dry cleaner, laundryman and furrier with an eye to his future business is anxious to protect his services and safeguard his reputation. Moth Seal makes sure the contents of each bag remain in sealed "fresh from the cleaner" condition until used. That's something for you to think about in these days of increasing service competition!

4



Moth Seal Helps Sell Vault Storage!

Because Moth Seal constantly preaches the gospel of proper garment protection, your customers are bound to become lastingly "storage conscious." It's so much easier, then, for you to sell them on the use of your storage vault, with home storage of other garments and woolens in Moth Seal making a combination sales "package."

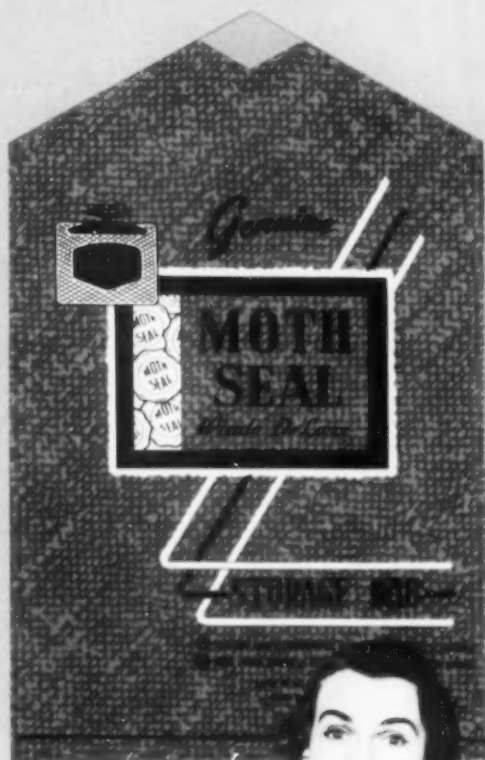
5



Moth Seal Costs No More Than Ordinary Bags! Moth Seal Bags cost no more than ordinary storage bags, and proportionately are no higher in cost than regular garment delivery bags. The quality features found only in Moth Seal—like the extra heavy virgin Kraft paper that makes them stronger and more durable, and the exclusive closing devices—make them well worth the price to your customers.

GENUINE DELUXE MOTH SEAL

Completely new and redesigned. Rich tweed fabric pattern... "DeLuxe" in every detail. Has the only patented fade-proof "Windo." Same new locking devices as "Standard." Both styles available in 42, 54 and 60-inch lengths for garments, and a special size for blankets.



Moth Seal's an all year business!

Since each and every season is an open season for moth damage, Moth Seal's an all-year product. Tell your customers—tell them again and again—that the only way to protect their garments and woolens against this ever-present and costly menace is a two-fold operation: Your good cleaning plus Moth Seal Storage Bags. It's just good sense for your customers . . . and good year 'round business for you!



A hand-drawn illustration of a hand holding a Moth Seal Storage Bag. The bag is shown in a three-dimensional perspective, with the hand gripping it from the side. The bag has a simple, rectangular shape with a slightly rounded top and bottom. The hand is drawn with simple lines, showing the fingers and thumb. The background is a plain, light color.

PRESIDENT

Lincoln Bag Company, Inc.
Para-Lux Products Company

4200 West Schubert Avenue
Chicago 39, Illinois

INTERNATIONAL LEADS AGAIN...



FIRST IN MULTI-STOP DELIVERY SALES FOR THE **16th STRAIGHT YEAR**

Again in 1953, INTERNATIONAL Trucks with METRO® bodies were the multi-stop sales leader. They led because they are designed for multi-stop service, and give lowest delivery costs.

Study the many multi-stop design features at the right. Talk to owners of INTERNATIONAL Trucks with METRO bodies. Listen to the enthusiasm of their drivers. Ask your INTERNATIONAL Dealer or Branch for a demonstration today. Time payments arranged.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

Another outstanding INTERNATIONAL Truck buy— INTERNATIONAL Trucks with METRO bodies for lowest-cost delivery

Six chassis models. 102, 115, 122, and 134-inch wheelbases. GVW ratings, 5,400 to 11,000 lbs. Short, more maneuverable chassis saves time on routes, saves garage and dock space.

More payload space. Eight body sizes, two body styles—standard or flatback. Four body lengths—7¾, 9½, 10½, and 12-foot. Increased capacities range from 243 to 392 cubic feet.

New savings in driver time and energy. New full 6-foot headroom and low stepwells speed loading and unloading. Sliding front doors standard, folding doors optional. Six rear door options.

New driver comfort. New broadleaf springs. New shock absorbers. Lower center of gravity. New toeboard angle.

Lower operating cost. New downdraft carburetion for greater fuel economy. New cushioned disc clutch for longer life, smoother operation.

INTERNATIONAL all-truck engineering provides unmatched chassis stamina and lowest operating cost. The all-steel METRO body has long life and unusually low maintenance cost.



International Harvester Builds **McCORMICK®** Farm Equipment and **FARMALL®** Tractors... Motor Trucks... Industrial Power... Refrigerators and Freezers.

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INTERNATIONAL® TRUCKS

"Standard of the Highway"

Wage Incentives for The Drycleaner

How they cut unit labor costs; how to select and install correct plan

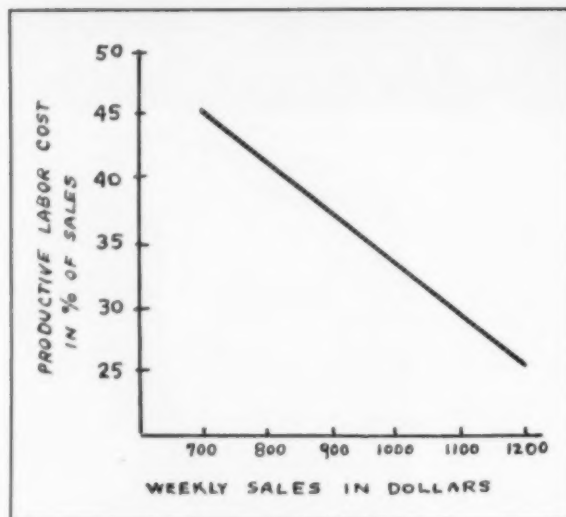


FIGURE 1

WHILE THE PAST YEAR has been the best in the nation's history from a business standpoint, the outlook for 1954 is not so encouraging. An up-to-the minute survey of top production executives indicates that their primary interest now is cost reduction.

During the coming months the drycleaning industry, too, will find it necessary to begin to pay more and more attention to production costs. **Labor cost in particular will need close scrutiny.**

Already many managers are looking for ways to trim further this important cost item. Wage incentives are receiving renewed interest. And justly so.

This short article will explain why a consideration of wage incentives now is of prime importance to you, what you can expect to obtain in the way of benefits from their use, what criteria you may use in selecting a suitable plan and, in addition, will compare some of the relative merits of two of the most commonly used systems.

Why Incentives?

Why should you consider the use of wage incentives? You will find part of the answer by preparing a simple sales and direct labor cost chart for your business. Your chart will probably look like Fig. 1.

Notice that the productive labor cost in percent of sales varies between 27 percent at peak volume of \$1,200 and 46.5 percent at a sales volume of \$700. Depending upon sales fluctuations, it will probably average at 35 percent for the year. This is, of course, higher than desirable.

By **ROBERT E. COWIE**

The chart also points out that you are paying production employees on a day-work basis; that is, paying them guaranteed hourly or weekly wages regardless of the production they turn out. They may appear to be "busy" at all sales volumes, but a simple production count will immediately prove differently.

Another answer to "Why Incentives" is explained by considering the

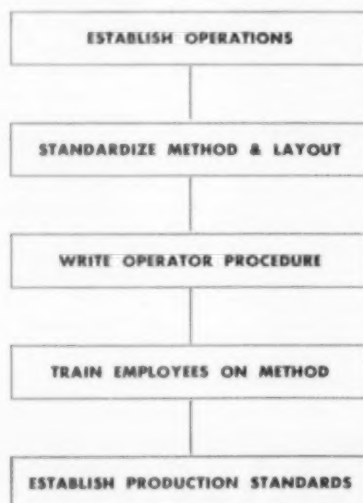


FIGURE 2

way in which so many plantowners approach the problem of evaluating wages. In fact, it is strange, indeed, that we seldom ask if we are getting our money's worth. Your own Profit and Loss Statement, which is verified by the annual cost percentage bulletin published by the National Institute of Drycleaning, shows that **productive labor is the highest single cost of doing business.** It is roughly one-third of all sales income.

When we buy marking tags, soap or solvent, we insist upon knowing how many tags, or pounds, or gallons we are getting for our money. If we order 10,000 marking tags at \$3.50 per thousand, we do not say give me whatever number of tags you want for \$35. We know what each tag costs.

Yet when we pay money in wages for labor on a day-work basis we, in effect, say, "Give me an hour's labor for \$1.25." What we should be saying is, "Finish X number of suit coats an hour for \$1.25." Incentives see to it that we do get a stated amount of production for each dollar we spend on wages. When this is accomplished, unit labor costs are reduced and the average productive labor cost can usually be lowered below the 30 percent of sales level.

There is an additional benefit in using incentives. Individual hourly earnings of employees are increased. This makes it possible to compete for labor on a more equal basis with larger industries. It is axiomatic that high productivity and high earnings go hand in hand. The rate per hour an employee receives is much less important than the unit cost. Any drycleaning plant is better off paying

An Announcement for the Thousands
Who Said,



"I'm holding out
for a
HOFFMAN"

**Your Aero-draulic
HOFFMAN
PRESS is
ready now!**

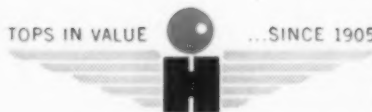
With AIR to give
it SPEED . . .
HYDRAULICS to give
it POWER for the So Smooth,
So Easy Finger-Tip
Operation You'd Expect
from the World's Foremost
Builder of Pressing Machines



Get the Jump
on Competition —
Ask Your Hoffman
Representative
About the
"Aero-draulic" Now.

TOPS IN VALUE

...SINCE 1905



Hoffman



U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

IN CANADA
CANADIAN HOFFMAN
MACHINERY CO., LTD.
126 DUNDAS ST. W., TORONTO, ONT.

For February, 1954

When writing to advertisers please mention The NATIONAL CLEANER & DYER

57

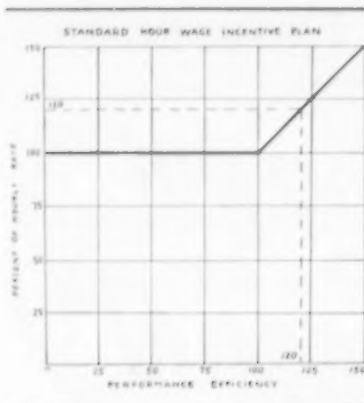


FIGURE 3

\$1.60 per hour for a job when it receives 40 units per hour than when the wage is \$1 per hour and the employee produces 25 units. In the first case its unit cost is 4 cents, in the second case 5 cents. This is a 20 percent reduction in productive labor costs on a specific operation.

Many plants see the economic benefits of incentives as just described, but wonder if they can be applied to all plants.

Is My Plant Large Enough?

This is one of the first questions asked. There is no pat answer to this particular question because to a great extent it depends upon the training and progressiveness of the plant management.

Incentive plans have been successfully installed in plants where the average sales volume was \$800 per week. There is little question as to installations in larger plants. Also, depending upon the structure of the organization as well as its size, not all productive employees will be put on incentive. It is not at all unusual for all employees, excepting perhaps inspectors, to be on incentive. In smaller operations where one person does the cleaning, spotting, and perhaps supervising, the application may be somewhat limited.

For all plants it is desirable as a minimum to have marking and finishing on incentive. These departments act as pace setters and influence other employees to higher effort. It is possible to summarize by saying that thousands of drycleaning plants of all sizes could profit by using production incentives.

How Do I Start?

"Make haste slowly" is a proper precaution for anyone considering the use of incentives. Do it right and it will pay off handsomely. This is borne

out by the success of a small plant-owner in Tuscon, Arizona, who lowered his productive payroll 40 percent (see page 62, October 1953 NATIONAL CLEANER & DYER). Making haste slowly means proper step-by-step procedure. A study of any number of books on industrial engineering will show considerable agreement on how to approach the problem. The information can be condensed to a direct five-step procedure which is shown in Fig. 2

This procedure immediately establishes the point that a **successful wage incentive plan must be installed in conjunction with proper methods engineering work.**

All too often this requirement is overlooked. If a method is not properly established before a production standard is set, the operator can make slight changes in method himself with the result that his earnings become all out of proportion to the effort exerted. It is also true that a plant receives direct cost savings as a result of methods improvement even before a standard is set.

As Fig. 2 states, the very first step is that of establishing operations and what is included in each. Actually this is based to a great extent upon current shop practice. However, it is **necessary to define accurately exactly what is to be included in each job and who is to be held responsible.** For example, in

doing some work on defining job duties, a plant manager and I developed a list of 28 miscellaneous tasks which apparently got done each day, but we did not have the slightest idea who did them. Just "someone" as the garments passed through the various processes.

In establishing operations it is necessary to answer clearly such questions as:

1. Who searches pockets?
2. Who finishes skirts—wool finisher, silk finisher, both?
3. How many times per day should reruns be processed?

This list could be expanded indefinitely to point out the necessity for clearly defining operations.

During the first step of establishing operations, part of the second step—that of standardizing method and layout—is accomplished. Actually it is difficult to complete the steps independently. The all-important methods development can revise some of the basic operations.

It is extremely important to develop the method for accomplishing each operation and insist that the method be followed thereafter. **Standardization includes not only method but also materials and equipment.** It can mean considerable relayout of equipment and slickrails.

With methods standardized, a plan
(Continued on page 62)



"Wow, Mr. Meyer, that was close! I offered Collins a \$10 bonus if he could increase his route \$500 this week. He missed it by \$3."

THE EXTRACTOR RINSE*

permits the use of the Two-Bath
Method while awaiting installations
of Combination Washer-Extractors

**Patent pending*

976
PROGRESSIVE
PLANTOWNERS
INSTALLED
STREET'S
EXTRACTOR-RINSE
PROCESS
DURING 1953

Many more who are not yet ready for the purchase of combination washer-extractors are taking this short-cut to the two-bath method.

The two-bath method is gaining rapidly in popularity because it is the *only practical method* of using a 4% solution of a concentrated soap.

No 1% solution of soap or detergent can hold as much water in a solubilized state in the washer-filter system as a 4% solution of 886.

A lesser amount of water held in the filtered solution cannot remove as much perspiration or other water-soluble soil.

The use of any product in a 4% solution without a separate rinse can only result in an excessive amount of oily matter and impurities remaining in the serviced garments.

There is no substitute for the two-bath method.

STREET'S EXTRACTOR-RINSE PROCESS is the only practical substitute for the combination washer-extractor.



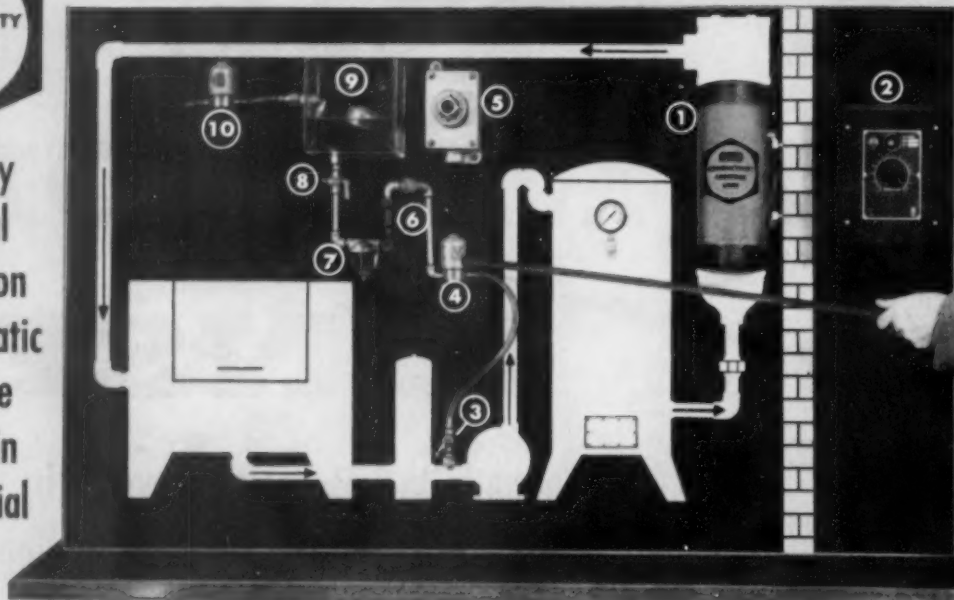
R. R. STREET & CO., INC.

561 W. Monroe St., Chicago 6, U.S.A.

Copyright 1953 5886-106



The only practical application of automatic moisture control in commercial use



Patents pending for process and apparatus

The white relief drawing (not to scale) illustrates the washer-trap-pump-filter and pipe line assembly which is charged with a 4% solution of Formula 886, and also with water which is solubilized so that the micelle formation provides the desired conductivity and so that the water micelles pass freely through the filter.

Item (1) is the electrode assembly which is installed in the vertical pipe on the discharge side of the filter and which transmits to the Solubridge controller the electrical conductivity imparted to the filtered solvent by 886 and solubilized water.

Item (2) is the Solubridge controller, an electronic device which automatically energizes the solenoid valve illustrated as Item (4) whenever the electrical conductivity of the 4% 886 falls below the predetermined value established by the setting of the dial on the Solubridge.

Item (3) is the petcock which is adjusted so as to permit slow introduction of water into the suction side of pump. To insure a uniform conductivity value throughout the system, the flow rate is determined in relation to gallons of 4% solution in system. Once adjusted properly, this petcock is never disturbed.

Item (4) is the solenoid valve through which (when opened by the Solubridge) the water flows into the suction side of the filter pump until the original conductivity value of the 4% solution has been restored, at which time the Solubridge ceases to energize the solenoid valve and it closes automatically.

Item (5) is the pilot light which goes on whenever solenoid valve (4) is open. The operator can always know when water is entering the filter system.

Item (6) is the Flowrator which measures the flow rate of water into solenoid valve (4) when open. The Flowrator provides a check on the proper adjustment of petcock (3).

Item (7) is the fine-mesh strainer which removes insoluble particles from the water supply which might otherwise interfere with the closing of solenoid valve (4). Should be cleaned once a week.

Item (8) is the petcock which is closed at end of each working day for complete cut-off of water from dispenser. It is fully opened at start of next day only after Solubridge (2) has had a full 10-minute warm up period. This petcock is also closed if air pressure is used to evacuate filter during clean out period.

Item (9) is the water dispenser with float valve. The location of the float valve in the dispenser limits the amount of water that may be added to the system in any one continuous cycle. When assembling Item (9) consideration is given to the capacity of the washer-filter system to which it is to be connected. As a safety measure, the contents of the dispenser at the level of float valve should not exceed one ounce of water per pound of fabrics in the washer.

Item (10) is the solenoid valve through which the water flows from the outside water line to the water dispenser. Our earliest installations were made without this connection and necessitated the inconvenience of filling the water dispenser (9) by hand. This one disadvantage detracted from an otherwise completely automatic operation. Yet there was some reluctance to pipe from the outside water line to the dispenser. However, all hesitancy was dismissed when it was decided to install solenoid valve (10) as an added safety precaution. Solenoid valve (10) is synchronized with solenoid valve (4) so that when one is open the other is closed. When Solubridge controller (2) determines that the conductivity has been lowered, it signals solenoid valve (4) to open. At that instant solenoid valve (10) automatically closes. When the conductivity has again been restored, solenoid valve (4) closes and solenoid valve (10) automatically opens, and permits entry of water to the level of the float valve. Both solenoid valves cannot be opened at the same time.

This ingenious arrangement makes it impossible for a steady stream of water to flow into the 4% 886 solution from the water line.

Even if the electronic apparatus should fail and continue to energize Solenoid (4) long after the desired amount of water has been introduced, no more water can enter the filter system than the small amount held in the water dispenser at the level at which the float valve is set, because with solenoid valve (10) closed no more water can enter water dispenser (9).

The whole operation in introducing water is completely automatic.

The only manual operation is the occasional testing of the super soap solution to maintain a concentration of Formula 886 between 3.8% and 4.2% at all times.

For detailed information on the theory of conductivity in dry cleaning write for 56-page brochure.

5886-91 Copyright 1953 R. R. Street & Co., Inc., 561 West Monroe Street, Chicago 6, U. S. A.

See this table model in operation in Street's booth at the N. I. D. Convention

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SOLUBILIZATION AND MICELLE FORMATION IN A HYDROCARBON MEDIUM

Martin B. Mathews and Ernestine Hirschhorn
E. A. Street & Co. Inc., Chicago, Illinois

ACADEMIC PRESS INC.
125 East 23rd Street, New York 10, N. Y.
Made in the United States of America

Study of micelle formation leads to Conductivity Control in drycleaning

*This pamphlet contains a paper
prepared by two members of
Street's research staff,
Dr. Martin B. Mathews and
Dr. Ernestine Hirschhorn.*

*It is reprinted from the February, 1953
issue of Journal of Colloid Science.*

*The original presentation was read by
Doctor Mathews at the 121st National
Meeting of the American Chemical
Society, Buffalo, N. Y.,
March 23-25, 1952.*

Although for many years prior to this release Street's had distributed detergents designed to impart electrical conductivity to drycleaning solvent, it was not until this enlightenment on micelle formation that Street's found it possible to develop conductivity control for the drycleaning industry to its currently advanced state.

Because the presentation is based on pure research of a highly technical nature, this pamphlet would be of no interest whatever to plantowners or allied tradesmen, and Street's is therefore offering no copies for distribution. However, a comprehensive description of conductivity control in dry cleaning, written in a style directed to the businessman with high school chemistry rather than the advanced scientist, is available on request.

NOTE

Already there are attempts to capitalize on our research through the offer of hastily prepared literature on micelles and conductivity control. Their words cost little. Our vast experience gained through this basic research is invaluable. They can duplicate our literature overnight, but it would require years of costly preparation to duplicate the technological services we offer.

R. R. STREET & CO., INC.

361 W. Monroe St.,
Chicago 4, U.S.A.



(Continued from page 58)

for operator training should be developed. This basically requires writing a procedure for each operation and expanding it to job instruction breakdowns.

So often this step is overlooked. It can be a simple waste of money to invest in machinery and methods improvement if the employees are not taught proper procedure. **Indeed, the employee must not only be told how, but sold on the idea that the method will benefit him by providing a chance for increased earnings.**

The final step in the process is that of establishing production standards.

How Much Increase With Incentives?

Management consultants are constantly amazed at the lack of productive effort apparent in many plants. Analysis of production, particularly in those plants without incentives, discloses many inefficiencies. Survey after survey reveals that production in a well-managed day work plant paying weekly or hourly wages is seldom more than 65-70 percent of the production considered as normal make-out (100 percent) under incentive conditions. When incentives are properly working, it is expected that a majority of operators will make a bonus from 15 to 30 percent or will produce at the rate of 115 to 130 percent. It is therefore obvious that production will increase considerably when incentives are installed.

I have personally seen drycleaning plants with efficiencies as low as 30 percent, marking 20 pieces per hour, finishing 8 pieces of wool per hour, etc. In these plants the gains to be had are much greater, although many of them will come from improved methods before incentives are introduced.

Where do these production increases come from? The prime factor is steady application to the job. It is not unusual for day work employees with average or little supervision to waste two hours per day in late starting, early quitting, idle chatter and "resting" on the job. Other factors include personal interest in self-training and careful adherence to the correct method. **An employee paid hourly or weekly wages receives the same pay regardless of how much he produces. He is not likely to feel a strong personal stimulus for getting work done.**

When he is put on incentive he is, in effect, in business for himself. His investment is his time and energy. If he invests these wisely, he can make a profit. This profit is the bonus he receives over and above his regular

hourly rate. Naturally, he resents delays, interruptions or faulty equipment which waste his time and hence lower his profit. This employee will promptly complain to the superintendent when machines break down or garments are not ready for his operation. Thus, we have both management and labor alike interested in getting out production.

Choosing an Incentive Plan

To be satisfactory to both employee and management, a wage incentive plan should possess certain characteristics. Of these, the four most important are:

1. Must be relatively easy for employee to understand.
2. Must be economical to administer.
3. Must offer an incentive.
4. Must provide a minimum guaranteed hourly rate.

There are many popular and classic wage payment plans in use. They possess the desired characteristics in varying degrees. In the drycleaning industry the two most commonly found are the standard hour plan and piecework. The comparative merits of these two plans require discussion.

Standard Hour Plan

The heart and root of any good incentive plan is the standard. By definition, a standard is the time in hours established as being correct to complete a particular operation. Actually, a standard can be expressed in terms of minutes per piece, pieces per hour, or money per piece. Most important is the fact that standards are set correctly only by proper study of the job, preferably by using either time study or methods-time measurement. For example, some drycleaning standards would be stated as follows:

Finish trousers40 hrs./pc.....	25 pcs./operator hour
Finish suit coat033 hrs./pc.....	30 pcs./operator hour
Mark in016 hrs./pc.....	62.5 tags/operator hour

When a standard is set in hours, the employee actually "earns" so many hours for every piece he produces. A good worker may "earn" more hours in a week than he actually works. This, of course, provides incentive for him to produce.

Suppose, for example, that a certain wool finisher is in the plant a total of 40 hours in one week. This information is recorded on his timecard. For the sake of simplicity, let us assume that he has finished trousers all

week and that the production record shows he has completed 1,200 during the week. If the standard is .040 hours per piece, we can compute how much time he has earned simply by multiplying the standard times the number of pieces (.040 hrs./pc. \times 1,200 pcs. = 48 hours). He has now earned 48 hours' pay although he actually worked only 40 hours. It is then stated that he has worked at 120 percent efficiency or 20 percent above standard (what is required) and would receive a 20 percent bonus:

$$\frac{48}{40} \times 100 = 120 \text{ percent}$$

Fig. 3 shows the standard hour plan in graphic form. Percent of hourly rate (the wage in dollars and cents agreed upon at hiring) is charted against performance efficiency. The heavy black line describes earnings at each performance level. Notice that the hourly rate is guaranteed. This means that even if the employee produces less than required (the standard) during the week, he will receive at least his regular wage. Naturally, over a period of time management will retain as employees only those who produce as a minimum what the standard calls for.

Up to 100 percent performance efficiency the employee receives 100 percent of hourly rate. After 100 percent efficiency his participation in bonus earnings begins. Under the standard hour plan, for every 1 percent increase in production over 100 percent, the employee receives 1 percent increase in hourly pay. Thus, the employee in our example above would receive 1.2 times his regular hourly rate for the 40 hours he spent in the plant. Another way of saying this is to state again that he earned 48 hours of pay in 40. If his hourly wage were

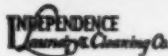
\$1.40 then his gross pay check would be $48 \times \$1.40 = \67.20 .

This plan is a particularly good one for several reasons. First of all, it possesses the important characteristics of a satisfactory plan. **It is relatively easy to understand, economical to administer, and offers a strong incentive.** There is little or no difficulty in changing standards to conform with methods improvements. This makes it possible and desirable for a company to invest in new machinery and improved



"For my money, 4% 886 plus automatic conductivity control 'cleans clothes cleaner than any soap'."

Morris Sadler



INDEPENDENCE, MISSOURI

"... your conductivity control and the 2-bath 4% 886 method of dry cleaning is the biggest advancement made in our industry."

H. G. Stewart

The most famous names in drycleaning endorse Street's Conductivity Control

Here are a few of the many leading plant owners who report greatly increased production through the use of 4% 886 and the automatic electronic controls.

Park Cleaners

MONTEREY PARK, CALIFORNIA

"... thanks to you and the R. R. Street Company for making my operation easier and more profitable."

Johnny Brittain

THE SHALETT CLEANING AND DYEING CO. PILGRIM LAUNDRY

NEW LONDON, CONNECTICUT

"My congratulations to your company for pioneering in this tremendous program..."

Shif

SPIC-SPAN Dry Cleaners

© STREET AND PAINT © STORE AND GENERAL OFFICE MILWAUKEE

"... the most automatic mechanized quality dry cleaning yet known in the dry cleaning field."

E. J. Diller

Fishburn's

DALLAS 1, TEXAS

"... R. R. Street has done such a remarkable job for the cleaning industry as a whole, that you should be most highly praised."

Vernon Slater

THE WOODLAWN CLEANERS & DYERS, INC.

CHICAGO 49, ILLINOIS

"Now, with your automatic electrical control we have the added advantage of uniformity from load to load, regardless of temperature or relative humidity."

Lo. Kuehn

Bishop Laundry



Laundress-Cleaners BOSTON - ALABAMA

"... thanking you for this development which has helped us so much in the dry cleaning department."

L. L. Bishop

Swan Super Cleaners

COLUMBUS 15, OHIO

"... ranks as one of the outstanding improvements in the dry cleaning industry."

Andre Seifer

a. c. Demaree, Inc.

Indianapolis 20

"R. R. Street & Company's Automatic Conductivity Control Unit with 4% 886 two-bath cleaning method has started a new era in our industry."

N. E. Osime

R. R. STREET & CO., INC.

561 W. Monroe St.
Chicago 6, U.S.A.



methods and to obtain the full benefit therefrom.

Piecework

The use of piecework as an incentive and as a means of paying wages is rather common in the drycleaning business. It is probably used because of its simplicity and ease of understanding. This has value in that an employee quickly comprehends payment in terms of 14 cents for pressing a suit, 14 cents for pressing an overcoat, etc. The standard is expressed in terms of money instead of hours. Weekly earnings are computed by multiplying the number of pieces produced by the money allowed for each piece. If basic hourly or weekly earnings are guaranteed, piecework in practice resembles the standard hour plan. Commonly, there is no such guarantee with piecework as used in the drycleaning industry. When proper measurement of the time to perform an operation exists, piecework provides a fair and strong incentive.

However, it is only right to point out that stating standards in terms of money per piece, as piecework does, has several inherent disadvantages. This is so because in practice rates are so often set without measurement and are thought of as wages typical of the industrial community. When measurement does not exist, unfortunately somewhat common in the drycleaning industry, rates often become all out of proportion to the effort exerted.

This can be clearly pointed out when the rates in any one area for pressing a suit and an overcoat are compared. Often these piece rates are the same. Yet both you and I know that it is possible to turn out more overcoats per hour than either the trousers or coat of a two-piece suit. The real question is, "Does a finisher turn out twice as many overcoats as suits?" Probably not if the piece rate is at all "loose." For example, if the rate for overcoats were 14 cents and a man finished 33 an hour for 40 hours, he could earn \$184.80 per week. However, if he believes his company will not pay this much money to wool finishers (very probable), he will simply limit his production to what he thinks the company will pay. As a result, valuable production time and return on investment in machinery are lost.

It also happens that in practice many drycleaning plants do not directly set their own rates. These rates often develop over a period of years and become the going rates in the community. They also become wages as well as representing an amount of production expected. In such cases management loses control of costs.



"There is, of course, the chance you might become foreman. You have the disposition for it."

This happens in the following manner. When a new man is hired in a piecework plant, he agrees to work for a wage stated in terms of, let's say, 14 cents a suit, 8 cents for trousers, etc. This wage, the going rate in the community, is paid without regard to methods used in the plant. Employees of a plant with good management using good methods can earn much more than those working in a plant where method and layout is poor. This places a penalty on efficiency since in both good and poorly laid out plants the labor cost would be the same.

Unless piecework rates can be changed when money is invested in machinery or methods improvements, no real direct labor cost reduction is possible. If all gains from increased output are passed on to the employees in terms of higher wages, management can simply not afford to invest in improvements. It is a practical necessity to be able to alter rates to conform with changed methods.

But consider the practical difficulty in attempting such a reduction in piece rates. Employees have been hired at wages stated in terms of these piecework rates. Such an attempted reduction is to them an out-and-out wage cut. This makes piece-rate reduction nearly impossible in many situations. Such is not the case when the standard hour wage incentive plan is used. Employees are hired on the basis of hourly rates and offered the opportunity for bonus earnings as a

reward for high performance. Standards can be readily changed when methods are changed without any wage cut, and the chance for bonus earnings continues to exist as before. Under such conditions plant management can realistically invest in equipment and methods changes which will reduce costs.

Conclusion

Wage incentives in themselves are not a cure-all for the cost or production problems of a business. When, however, a wage incentive plan is carefully selected and fairly administered, it brings real benefits; these include:

- Good earnings for employees
- Reduced labor costs
- Increased volume of work handled
- Lower handling cost per unit
- Higher volume of profit

If your plant is not now operating with a wage incentive plan, you owe it to yourself to give careful consideration to one this year. If you are now using a plan with which you are not fully satisfied, for reasons indicated in this article or for other reasons, then you will want to take steps to improve the situation. The points contained in this article should be helpful.

The plantowner or management man who wishes to get optimum results and maximum profit from his operation will reappraise production and wage policies with the foregoing in mind. This will help to assure the best possible year in 1954. # #

A very important message from a very important person

THE SHALETT CLEANING AND DYEING CO AND PILGRIM LAUNDRY

M. A. SHALETT
PRESIDENT

2 - 6 MONTAUK AVENUE



M. G. SHALETT
VICE-PRESIDENT

NEW LONDON, CONNECTICUT

October 23, 1953

Mr. C. B. Kasson
c/o R. R. Street
561 West Monroe St.
Chicago 6, Illinois

Dear Kass:

As you know, we've been on your 4% charge system with conductivity control and extractor rinse for several months now. Frankly, we've never before experienced such a high degree of cleaning room efficiency. The work has been wonderful.

Our wetcleaning department has been reduced to a few hours of operation each week. Slightly over a year ago, we were wetcleaning over 400 pieces weekly. Now, we average about 70 pieces per week.

On top of that, we feel that we're giving the public a better deal. They've proven that to us by giving us a better than 10% increase in sales over 1952.

My congratulations to your company for pioneering in this tremendous program which has helped to make cleaning plant operation both easier and more satisfying to the quality-minded operator.

Sincerely yours,

Harry Shalett
Harry Shalett

HGS:ep

**Wet cleaning
down from
400 pieces to 70**

**Sales volume
up to 10% over
1952**

**In reporting
his successful operation
with 4% 886 and the
extractor-rinse with
Street's Conductivity Control,
Mr. Shalett states:**

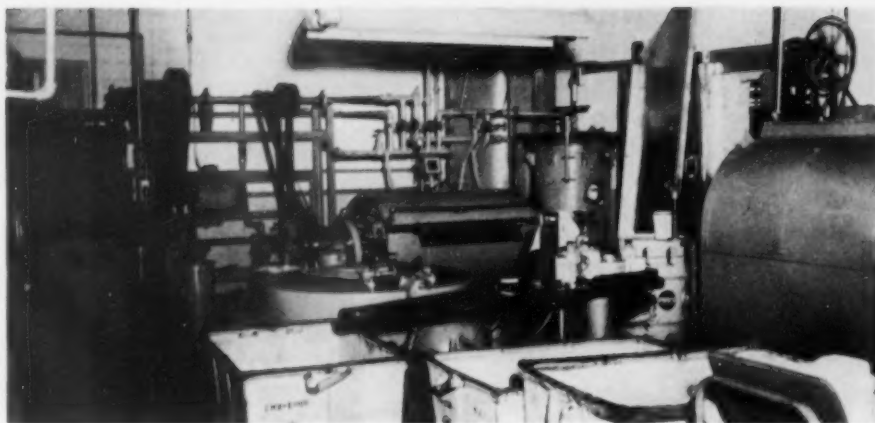
**"My congratulations to your company for
pioneering in this tremendous program..."**

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.

PROBLEM FABRICS are easily handled in neat, orderly cleaning room with trained staff and well-maintained equipment consisting of two 65-pound washers and tumblers to match. Fox operates on Stoddard solvent with 1 to 1½ percent charge. Moisture is introduced into the machine by atomizer process for better dispersal



How To Build a Quality House

Dayton cleaner turns emphasis from price to quality by:

1. Finding new ways to treat problem fabrics
2. Remolding employee attitude toward the job
3. Educating the consumer through advertising

By HENRY MOZDZER

A CHANGE IN COMPANY POLICY is somewhat like a New Year's resolution—while the good intention might be there, it doesn't mean anything unless it is actually put into practice. Often this is quite difficult to do.

When the Fox brothers—Richard, George and Earl—owners of Fox Cleaners in Dayton, Ohio, decided to change their plant from one operated on a competitive price basis to one stressing quality, they found themselves in this situation. Such a change is not made overnight, nor is it accomplished simply by repainting the sign over the front door. It calls for more subtle tactics which include the re-education of everyone involved from management to employee to consumer.

The story really has its start late in 1946 when a local department store requested special service on material which had been damaged in shipment. Fox went all out to comply with the request and, in the process, realized that there was a growing market of

problem fabrics—work which other cleaners would turn away or claim no responsibility for. In March of 1947, Fox Cleaners set out to make itself known as the quality house of Dayton. This goal was accomplished in the following manner:

1. Every effort was made to learn more about handling difficult fabric problems and to keep abreast of latest developments. Besides studying informational bulletins put out by state and national cleaning associations, Fox keeps its fingers on the public fashion pulse by shopping Dayton department stores at frequent intervals to see what types of materials are being sold over the counter locally. Sample swatches are obtained and these are run through the plant to see how they are affected by various cleaning and finishing processes. (Swatches are kept in a bound volume to aid identification and pricing.) New techniques are constantly being devised and older methods of hand

cleaning are reexamined in the interest of catering to the demands of fashion. Fox "breaks" garments into 18 different classifications.

Since different fabrics require varying degrees of care, Fox has adjusted its price scale accordingly. Thus, while the base price on plain suits and dresses is \$1.19 (compared to \$.89 in 1947) the minimum on shantungs begins at \$1.50 and on silks \$1.75. Bead-trimmed garments need particular attention and hence have the highest minimum, starting at \$2.25. With this schedule it was found that the average dress (not including formals) coming into the plant is priced at about \$1.51.

It should be readily apparent that no small part of the success of this operation depends on having a conscientious and informed staff of employees. This is the second step in the transition.

2. The management of Fox Cleaners is convinced that if you treat em-

Electronic controls provide uniform perspiration removal without wrinkling

This new invention involves the **AUTOMATIC** addition of water to suction side of filter pump so as to maintain a constant conductivity value in the 4% solution **REGARDLESS OF RELATIVE HUMIDITY**

Mr. Bonham appreciated the simplicity of use and uniformity of results from 4% 886 with Street's Extractor-Rinse Process and Conductivity Control Unit. As he stated it, the cleaner "...does not have to be a weather forecaster, chemist and an expert in weights and measures."

Bonhams' ... Dry Cleaning

Repairing • Dyeing
Remodeling

"WEAR CLEAN CLOTHES"

PHONE KENNEDY 3151

ALL GARMENTS INSURED

410 EAST SEVENTH AVENUE AT LOGAN

Denver, Colorado

December 1, 1953

R.R. Street & Co.
561 West Monroe
Chicago 6, Ill.

Attn. Mr. P. V. Warren Pres.

Dear Mr. Warren:

We want you to personally know that we sincerely appreciate the completely proven and sound technical advice that your Company and Sales Representative, Bob Neddo, has given us concerning the proper and satisfactory method of installation for using the charge system without major expenses involved or loss of time.

We have been using the charge system for one year and have tried to better our cleaning by substituting other Charge System soaps, but the final results show that 886 is by far the best in our opinion, for it is the only soap whereby we automatically maintained 100% control to the moisture factor and the complete simplicity in maintaining the correct soap charge at all times.

The phenomenon of your charge system is that our dry cleaner was absent for three weeks due to illness, causing us to substitute another man with no knowledge pertaining to cleaning, but by having complete conductivity control and the 4% 886 charge system, our high standards of cleaning never varied, thus proving that by using your Conductivity Control and the 4% 886 charge system, a few hours knowledge in the cleaning room is all that is necessary to maintain constant good cleaning with no worry to lint, prespotting or sorting, for in short, a new man does not have to be a Weather Forecaster, Chemist and an expert in Weights and Measures.

Thank you again by pioneering for the Cleaning Industry, following thru with proven scientific facts in whatever you manufacture.



BONHAMS' DRY CLEANING
PAUL H. BONHAM
OWNER.

R. R. STREET & CO., INC.

561 W. Monroe St., Chicago 6, U.S.A.

Copyright 1953 886-119



GOOD RELATIONS between labor and management simplify switch from production to quality work. Here "Hand Custom Service" item is ready to leave plant. Work is hand-brushed from outset; finished by picked staff and bagged in plastic. Prices on this de luxe service range from \$1.75 to \$5 minimum, depending on fabric.

employees right and give them the straight facts on why such and such a move is being made the spirit of cooperation is bound to prevail.

This is not a policy adopted to make the change easy. It has always been in force at Fox's. Goodwill must be a constant achievement and not something doled out to suit a particular need or purpose.

How do you keep employees happy? Industrial psychologists could belabor this problem all day and there are many fine books written on this subject. But here are just a few of the

tangible measures noted at the Fox plant which doubtless contribute in part to its success:

Good housekeeping: Proper lighting, adequate working space, proper ventilation and clean surroundings may seem relatively unimportant but they help to create an inviting atmosphere, a feature too often overlooked in most cleaning plants.

Consideration: There's a certain amount of freedom allowed that doesn't force the employee to be at his or her post every minute of the working day. Coffee breaks are provided and a public address system carries musical interludes. Beyond this, management never likes to change a setup without consulting with the employees who will be directly affected by the change. And often the change is not made at all, because a valid objection may be raised which had not even been considered.

Cooperation: Management makes a point of meeting with its employees at regular intervals—monthly with sales personnel and every six weeks with productive employees. Sometimes operational procedure is outlined, specific fabric problems brought to attention, or future plans may be discussed, etc. One of the most recent meetings dealt with "Hand Custom Cleaning" and the importance of good workmanship. Since this de luxe service is a relatively new project, management felt that the employee, in order to deal with it intelligently, should be informed as to how it differs from other services offered and why it was inaugurated.

In any meeting of this type, sincerity is the keynote. This is particularly



CONSUMER-EDUCATION program over local TV station has an estimated 14,000 viewers. It features plantowner Dick Fox, shown here exhibiting chart samples of glued patterns and problem buckles and buttons. Mr. Fox thinks television programs of this nature have done wonders in building company prestige.

true with the shift in emphasis from production to quality—management must mean what it says. Only then can real teamwork be developed.

Outside interest: Besides maintaining normal friendly workaday relations management shows interest in the employee during off-duty hours as well. At least once every three months a dinner meeting is held with the entire staff of 47 employees. And during the holiday season, the assembly room is cleared and converted to a party hall.

Fox also sponsors a boys' baseball

How Fox Cleaners Handles Highly Sized Rayon Taffetas

1. Every garment is inspected for water-borne spots and soiled areas around the neckline, waist, elbows, etc.

2. All soiled areas are hand-brushed with a liquid detergent before cleaning and are placed in the machine immediately after brushing. This eliminates the possibility of "print-off" which might result if garments were left together in a heap.

3. The garment is then cleaned in a 1 to 1½ percent charge solution for from 3 to 5 minutes, depending on the fabric. Only a few of the so-called problem fabrics would require dipping.

4. Upon 1-minute extraction, the garment is entered into a warm tumbler not to exceed 140°, for about 12 to 15 minutes. (Rayon failles should be hung in a drying cabinet.)

5. To prevent wrinkling, the garment should be cooled before taking it out of the tumbler. Warm garments will wrinkle excessively if left lying in a hamper with other garments.

6. Hang after tumbling and inspect for spots.

7. In cases of excessive spillage, the affected areas are steam-spotted. A liquid detergent is then applied to the wet areas and the garment is hung until moisture has evaporated. The garment is then recleaned with items requiring special handling. This prevents spotting rings from forming.

According to Richard Fox, if a 4 percent strong soap system is in use, the garment could be spotted with a steam gun and entered into the machine wet. However, a 1-minute extraction could cause permanent rings in some cases. This latter method is not recommended unless the personnel are particularly well acquainted with this work.

With few exceptions, all problem fabrics—including taffetas, pure silks and shantung—are treated in the manner prescribed above. All these garments are separated from the regular run of silks and done at a special time each day.

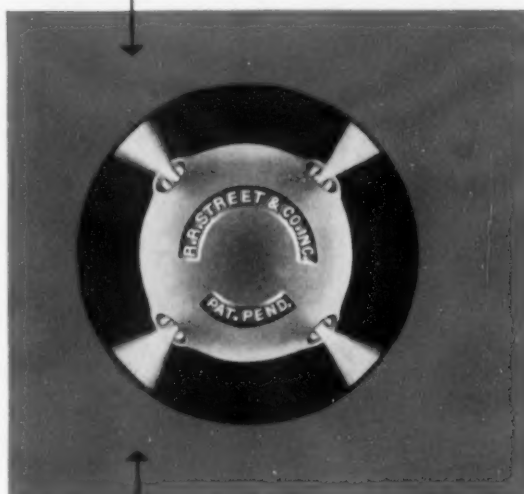
**Maximum water-soluble soil
removal without wrinkling
requires a 4% soap solution.**

A 1% solution fails to hold
sufficient solubilized water in
the filtered soap solution.

Any 4% solution which contains
sufficient active ingredient should
be flushed from the fabrics.

Street's Extractor-Rinse provides
the only practical substitute for
the combination washer-extractor.

Bottom view
of spray cluster
used in STREET'S
EXTRACTOR-RINSE



Patents pending
for process
and apparatus

YOUR FINE SILKS ARE CLEANED

Better than Ever!

WITH FOX CLEANERS NEW
IMPROVED ATOMIZER CLEANING
PROCESS — CALL RA-1138 TODAY

We installed this new system to give you the very latest and most modern method of cleaning garments today. This system gives your garments a more thorough cleaning by dispersing the cleaning aids in an atomized condition and carrying off the imbedded soil immediately, thus the garments are never cleaned in their own soil. Every garment cleaned by us is also automatically moth-proof insured for six months at NO ADDITIONAL COST.



OPEN MON.-TUES.
PRI. EVENINGS
TILL 9:00 P. M.

Men's Suits and Ladies'
Pleat Dresses
Cock and Carry
Pickup, Delivery \$1.18

99c

CALL RA-1138

Fox Cleaners

"A NAME TO REMEMBER"
4333 N. MAIN ST.

This Week's Special!
Sport
Shirts **29c**

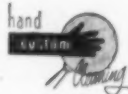
HANDY DRIVE-IN • PLENTY PARKING SPACE



Fox "A NAME TO REMEMBER"

TODAY'S MODERN METHODS
COUPLED WITH YESTERDAY'S
EXPERIENCE FOR
TOMORROW'S PEOPLE

Years ago the "old fashioned clean" has paved the way for much more efficient cleaning methods. Today, Fox offers you ATOMIZER "Cleaning of the finest quality" through years of experience and research. Every garment we clean is mothproof insured for SIX months AT NO EXTRA COST. Try our EXCLUSIVE HAND-CUSTOM cleaning for your FINEST garments. THE TREND IS TO FOX for the FINEST.



OPEN MON., TUES.
PRI. EVENINGS TILL
9:00 P. M.

Fox Cleaners

4333 N. MAIN ST.

HANDY DRIVE-IN • PLENTY PARKING SPACE

NEWSPAPER ADVERTISING—another form of consumer education—is considered by Fox management best advertising buy for the money. Compare clippings above to see how "competitive advertising" differs from "quality" advertising. All art work is prepared for Fox by former national editorial cartoonist Rex Sollenberger

team which last year won the Ohio State championship for teams in its class. These are just a few of the things that serve to keep the employee happy.

3. Having investigated methods of dealing with problem fabrics and secured employee cooperation, the change to quality service still had to be conveyed to the consumer. This was accomplished through advertising.

Comparing the ads that were run regularly in local newspapers over the years Fox put across its emphasis on quality in an unspectacular but nevertheless effective manner.

For one thing, the more recent ads no longer carry price tags, and references to sales and specials are also omitted. Furthermore, the largest portion of illustrations—featuring such items as a road sign, spinning wheel, pendulum, etc.—do not have any direct relation to service offered. Lastly, the copy is condensed to a minimum and sometimes doesn't even mention drycleaning.

But in a nice, quiet way the ads have the effect of putting Fox Cleaners above and apart from the run-of-the-mill competition. They have a distinctiveness which connotes quality. And that's just the point that Fox is trying to stress.

Perhaps more spectacular has been Fox Cleaners' experience in the television field. For the past two years it has sponsored a weekly 5-minute show over Dayton's WHIO-TV.

Owner Dick Fox me's the program and discusses current fabric prob-

lems, illustrating his talk with before-and-after sample swatches to show what can happen. While he now adlibs the talks, here is one example:

"Glued patterns have always been a drycleaning problem in that the adhesive which holds the pattern is fast to one drycleaning, but not to repeated drycleanings. After one cleaning, the customer wouldn't notice the loss of the pattern, but the next cleaning would find the pattern less pronounced and cause the customer to believe it was mishandled in the cleaning process.

"Shown here are two examples of a glued pattern: The top swatch is the original, the bottom swatch is what happened after two drycleanings.

"It must be understood that these fabrics have their place in wearing apparel, but they will not withstand successive drycleaning.

"Stains that may be caused by spillage in some instances could not be removed without complete removal of the pattern. Nail polish or paint could never be removed successfully."

The program is not intended to scare the viewer into sending all his garments to the cleaner. But it is intended as an educational program aimed at giving the consumer the straight facts. There's no pitch to "send your clothes to Fox Cleaners right away."

The results have been highly gratifying. Numerous inquiries are received

at the plant every day from people who have either a fabric or a spotting problem, showing that Fox Cleaners is considered an authority on such matters. Each caller receives careful consideration and complete information is given on how the problem may be remedied at home. In many cases where the solution is too involved, the caller voluntarily asks that Fox pick up the garment.

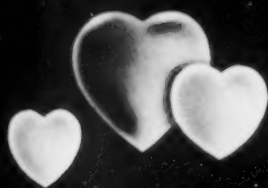
Hence, the TV show not only develops company prestige, but public confidence that Fox Cleaners has the know-how in dealing with any cleaning problem.

Advertising for all media runs to about 4 percent of the annual operating expenditures.

How has the switch from price to quality venture fared? Very well. The plant does around \$7,000 worth of drycleaning per week with pickup-and-delivery sales running about equal with cash-and-carry. (Last year there was only a \$5,000 differential between the two.) The last breakdown showed that the operation was making about 6 percent profit on its four routes.

The program is working out so well that there have been only four weeks when the weekly business dropped below what it had been the year previous and sales are currently running 14 percent ahead of last year.

Meanwhile, problem garments are coming into the plant in droves—happily proving the firm's slogan that Fox Cleaners is "A Name To Remember" for quality service. # #



**Roses are red,
Violets are blue,
The Detrex Process
Has BIG profits
for
You!**



make more profit...

**DO BIGGER
VOLUME**

buy **DETREX**

Lack of Capital?

It is possible to *LEASE* a Detrex Coronet and Synth-O-Saver. See coupon below.

DETREX CORPORATION
Dept. BB-500a
Box 501, Detroit 32, Michigan

- ☐ Send me all the facts on how I can build bigger business and more profit with the Detrex Process.
- ☐ Send me all the facts on the new lease arrangement for the Detrex Coronet.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____



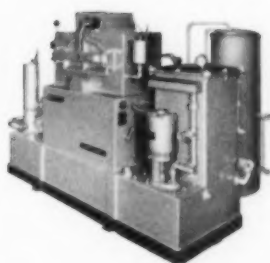
NO OTHER drycleaning process offers you the big-profit, business-building features of the Detrex Two-Bath Process. Best of all, the broad range of Detrex machines makes these features available for any operator regardless of present volume!

Detrex increases your profit per unit of cleaning by reducing your overall cleaning and finishing costs. By virtually eliminating wet cleaning and re-runs, by reducing hand spotting to just the most stubborn cases—more garments can be processed in less time and for less money. This adds up to higher profit any way you look at it.

Just as important, Detrex builds important new volume for you, too. Here's how it has worked for hundreds of Detrex operators. You build big volume among transients who need cleaning in a hurry because Detrex enables you to give fast service at no extra cost. Then eye-catching Detrex quality invariably brings these same people back as regular customers thereafter.

If you are interested in a more secure and more substantial business future, you'll want ALL the facts about the Detrex Process. You can get them free by just filling out the coupon at the left or dropping us a card with your name and address. Mail today to DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. BB-500a.

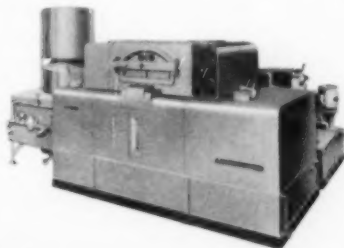
DETREX for every business



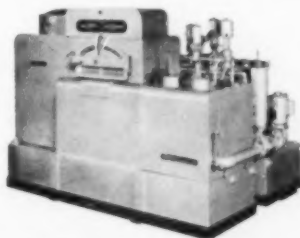
For press shops, pick-up stores, other low-volume operators, the husky little Detrex Coronet opens the door to bigger business future with low initial investment. Available with Detrex Two-Bath Process (as shown) or with standard Detrex Process.



The Synth-O-Saver is the running mate of all Detrex machines. With miser-like efficiency, it recovers valuable solvent from cleaned garments while another load is running the drycleaning machine. With the Synth-O-Saver on the job, solvent costs go down, operating costs go down, production and profits go up.



The Ambassador provides the industry's largest hourly capacity. For power laundries, drapery and slip cover cleaners, and other BIG volume operators, the Ambassador answers your needs with over 200 lbs. of bigger-profit, sparkling-bright volume per hour.



In the medium range of Detrex equipment comes the mighty Monarch... work-horse of the industry. With over 100 lb. hourly capacity it meets the needs of all but the biggest operators. With Two-Bath Process (as shown) or standard Detrex Process.

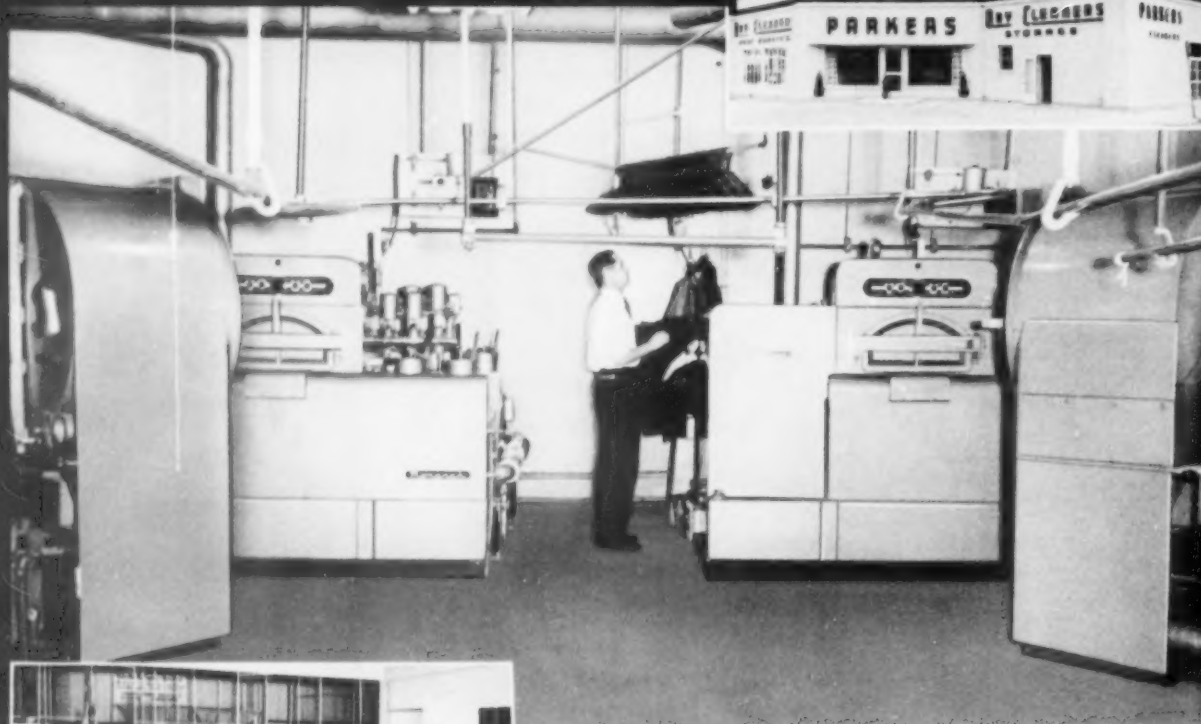
See DETREX Profits in Action—NEXT PAGE

**MORE
PROFIT
PER
UNIT**

**BIGGER
VOLUME**

**LOWER
CLEANING
COST**

THIS COULD BE YOU



Story of PARKER'S CLEANERS Hamilton, Ontario, Canada

Parker's Cleaners, Main and Walnut Streets, Hamilton, Ontario, operated by Robert P. Parker and his son William, is one of the most outstanding drive-ins in Canada.

Backed by four generations and over one hundred years of experience in the cleaning business in Canada, the present drive-in operation represents the culmination of the Parker family's efforts to offer the best in quality cleaning and service for over a century.

Keeping abreast of the times, a decision was made a year ago to select a new location and feature a fast service drive-in business.

Although they were petroleum operators since the inception of this type of cleaning, it was decided that this drastic changeover could only be accomplished by switching to synthetic cleaning.

Drawing upon their accumulated knowledge and experience, they carefully investigated the synthetic field and finally selected the Detrex Two-Bath Monarch as the machine

best qualified to do the high quality cleaning and turn out the fast service they desired.

Moving into their new location with three thousand square feet of drive-in, they installed a battery of two Monarch Two-Bath Units and two Synth-O-Savers.

Enlisting the aid of Dalex Co., Limited, young William Parker designed and laid out what is considered one of the most efficient plants in Canada today.

Employing twenty-one busy people, they are turning out twelve hundred pounds of drycleaning a day—with plenty of spare capacity for future growth still left in their two Detrex Monarch Two-Bath Units.

The Parkers estimate that wet cleaning and spotting has been reduced 75% since converting to Detrex. Quality-wise, they are more than pleased with the sparkling bright cleaning and equally pleased with the ease and efficient operation of their Detrex units.

YOUR LOCAL DISTRIBUTOR

Your local Detrex Distributor is a well established business man in your locality. He is trained to know and explain the Detrex Process. He is intimately acquainted with drycleaning and the drycleaning business. He has available complete facilities and qualified personnel to give you prompt, efficient service.

Rely on him for all your drycleaning equipment needs. Your guarantee that he will serve you well lies in his desire to maintain the highest business reputation in your locality. He not only is doing business there today but for many years to come.

DETREX CORPORATION

Dept. BB-500-a

Box 501, Detroit 32, Michigan

25 YEARS AGO... FEB. 1929

PRESENT PRICE WARS BLAMED ON 1925-26 EXPANSION OF CLEANING PLANT CAPACITY BY TEN TIMES, WHILE THE BUSINESS INCREASED ONLY 10% A YEAR



NO SMOKING



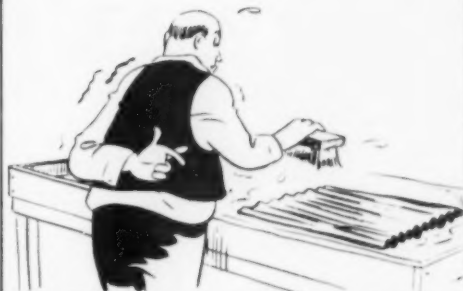
RECENT INTRODUCTION OF EXPLOSION-PROOF MOTORS WILL ELIMINATE DANGER OF FIRES CAUSED BY BELT STATIC

NADC CONVENTION AT MEMPHIS IS HAILED AS THE GREATEST EXHIBIT OF EQUIPMENT AND SUPPLIES EVER SHOWN TO MEMBER DRY CLEANERS



10 YEARS AGO.... FEB. 1943

GREAT NEED FELT FOR MORE IMPROVED METHODS & EQUIPMENT FOR USE IN THE CLEANING OF OFFICER'S HATS



AFTER WAR, DU PONT PROMISES PLEATED DRESSES AND NECKPIECES THAT WILL WITHSTAND WETCLEANING WITHOUT LOSS OF PLEATS. A NYLON FABRIC TO BE USED.

INCREASED SHIPMENTS OF COAL TO EUROPE TO SUSTAIN MILITARY NEEDS, WILL CAUSE AN ACUTE COAL SHORTAGE IN 1944



TODAY! "THE LITTLE SHOP AROUND THE CORNER"

Something New
to save you time and money!

ONE-STOP SERVICE FROM

ON FILTER POWDER, "SWEETNER"



FILT-R-FAST ... all that the name implies—high flowrate—low filter pressure—exceptional filtration of solid soil—less soap loss. Tailor-made for dry cleaning, this diatomaceous earth filter powder works equally well in synthetic or petroleum units. Try FILT-R-FAST—the newest filter powder—backed by the makers of MAGNESOL—sold by MAGNESOL jobbers.

MAGNESOL ... the industry's patented standard "sweetner" to control fatty acid and all other solvent contamination. Use it alone in batch operation. Add it to FILT-R-FAST in charged-system plants. Either way you know your solvent is always in top-notch condition. Order time-tested MAGNESOL today.

WESTVACO CHEMICAL DIVISION

SALES AGENT FOR

WESTVACO CHLOR-ALKALI DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION



GET FULL
DETAILS AT
BOOTHS 810 and 811
AT THE N.I.D.
CONVENTION
WASH., D.C.
FEB. 11-13



YOUR MAGNESOL* JOBBER

AND CHLORINATED SOLVENTS



WESTVACO PERCHLORETHYLENE . . . for fast, efficient synthetic cleaning. Safe and economical. Stabilized to maintain its cleaning power. Eliminates streaks and cloudy areas. Produces sparkling clean, odorless garments. Order a drum from your MAGNESOL jobber and see the difference on your work.

WESTVACO CARBON TETRACHLORIDE . . . the good old reliable, low cost chlorinated solvent now stabilized for extra long cleaning life. Made by America's first commercial producers of Carbon Tetrachloride. An excellent value for economy-minded cleaners. Order from your MAGNESOL jobber.

GENERAL OFFICES • 161 EAST 42nd STREET, NEW YORK 17
CHICAGO, ILL. • CINCINNATI, OHIO • CHARLOTTE, N. C. • DENVER, COLO. • ST. LOUIS, MO.
LOS ANGELES, CALIF. • NEWARK, CALIF. • PHILADELPHIA, PENN. • PITTSBURGH, PENN. • VANCOUVER, WASH.

*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of magnesium silicate adsorptive powder.



NEW PLANT with all new equipment plus drive-in facilities has had a lot to do with Slavin's recent business increase. Former plant was a few doors up the street. Plant is actually L-shaped, with a jog to the right at the back where finishing and drycleaning departments are located

Problems Become Profits

Slavin had to do something about his former location and a competitor's action. He did

By PHIL GREENE

A YEAR AGO last January Albert Slavin of Slavin's Cleaners, Tarrytown, New York, decided that his relations with his landlord had reached the breaking point. Besides, his plant, with 1,700 feet, was too small and much of his equipment needed replacement.

About the same time there was a change in a tacit understanding he had had with the laundry across the street. The competitive basis had been that Slavin's would not do shirts and the laundry would not take in drycleaning. When the laundry decided to take in drycleaning, Mr. Slavin promptly decided to get into the shirt business.

Another landlord was planning to open a group of new stores down the street. He and Mr. Slavin got together

and Slavin's Cleaners wound up with a lease on the largest and most prominent store (3,000 square feet) and an option to buy. The new location had ample room for a shirt department, a very attractive store area at the front, plenty of room for drycleaning, and a sizable lot adjoining which could be payed for a parking lot.

Scarcely a piece of the former equipment was brought into the new plant. When the move was completed last August, Mr. Slavin had spent \$65,000.

Shirts Climb

About four months before the move he had started taking shirts and farming them out. At the time of the move shirt volume had reached about 600 weekly, but the quality of the

shirts wasn't all it might have been. The service, up to that point, wasn't what you'd call a howling success.

Mr. Slavin was fortunate in being able to hire a very experienced man to run the new shirt department. The man took complete charge, including operation of the washer, hiring and training girls to run the two-girl shirt unit, mark, package, and assemble. All Mr. Slavin had to do was get the shirts.

As soon as the shirt department got started, shirt volume picked up. It has now reached 2,200-2,400 shirts weekly and plans are in the works to convert the finishing unit to three-girl operation.

The biggest factors responsible for the shirt increase are quality and three-day service, according to Mr.

— if it's  **Western** — it's **QUALITY** —

REVERSING DRY CLEANING TUMBLERS



Reverse tumble action as featured by Western puts an end to tangled, unmanageable, torn clothes... it's truly the advanced design tumbler... no troublesome gears or couplings... investigate now and you too will agree "In tumbler drying today — Western Reverse Action is the way".

36 x 30 Model
— Illustrated

3 models available: Laundry — Dry Cleaning or Gas Fired — also non-reversing models.

MANUFACTURED BY

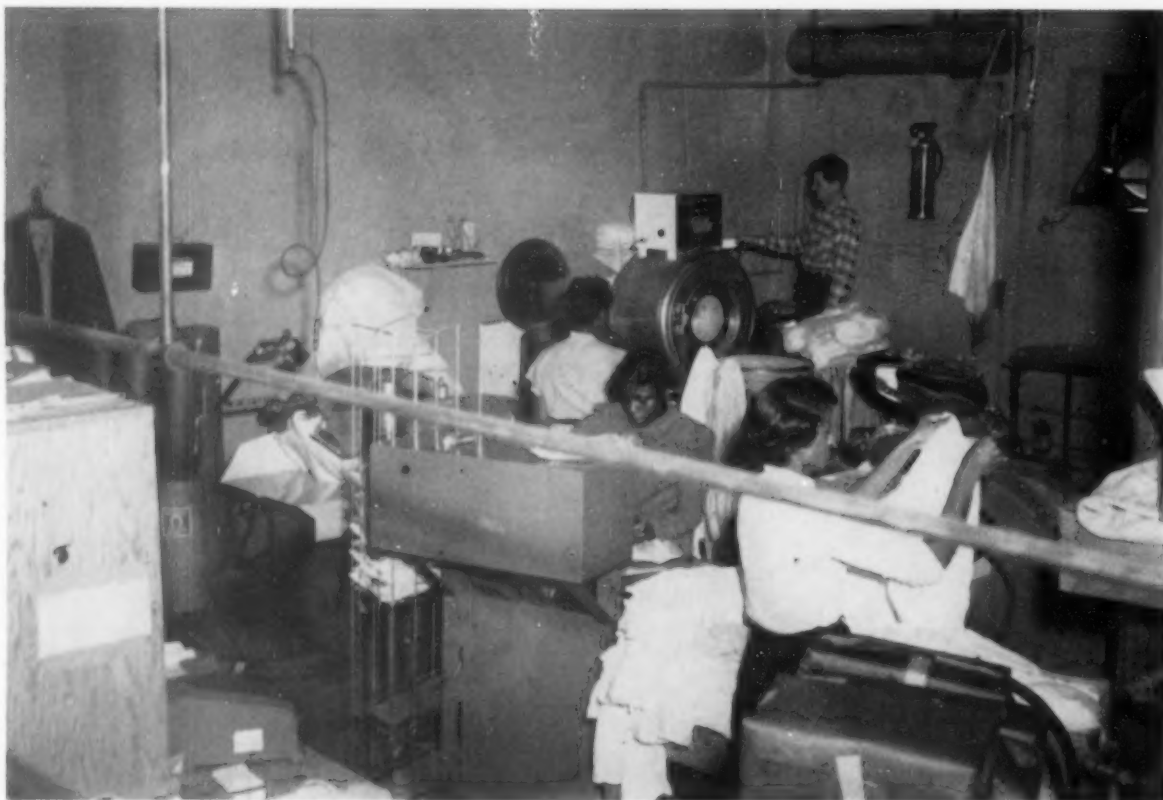


Western
Laundry Machinery Company

Consult Your Jobber Today or
Write Manufacturer for Details

420 E. 10th St., Dept. NC-2

North Kansas City, Mo.



NEW SHIRT DEPARTMENT also helped boost volume. Manager at washwheel is completely responsible for shirt production. Department is profitable, growing, self-promoting

Slavin. The advertising tempo has not been stepped up, the routemen aren't selling any harder than before. The answer seems to be that the shirts are selling themselves.

Many drycleaners regard shirts as a business builder and don't expect to make money on them. Slavin's department is now producing shirts at a cost of 11 cents each. With prices running 18 cents over the counter and 20 cents on the routes, the shirt department is certainly well out of the "loss leader" category.

Drycleaning Up, Too

Shirts are not the only department to show an increase. Drycleaning volume is now running 20-25 percent ahead of last year. For the past several years annual volume has run about \$110,000. If the business continues to pick up as it has during the last five months, volume should hit \$140,000 during 1954. December is normally a slow month. The December just past brought in \$10,000 in drycleaning alone.

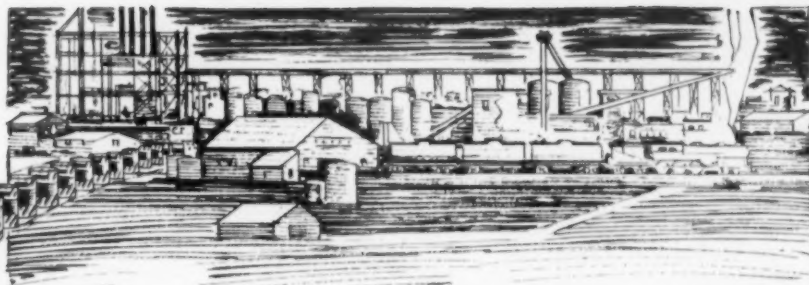
Mr. Slavin credits the shirts and the new drive-in location with an equal share in his remarkable drycleaning increase.

A year ago last January the plant's

prospects for the future were far from optimistic. Now Slavin's Cleaners never had it so good. Fortright action

turned problems into profits. Mr. Slavin's only regret is that it all didn't happen years ago. # #





Stauffer is on stream with



Perchloroethylene DRY CLEANERS' GRADE

Stauffer's new plant in Louisville, Kentucky, containing the last word in equipment, is now on stream producing Dry Cleaners' Grade Perchloroethylene. Having supplied the dry cleaning industry for many years, Stauffer now has stocks in consuming centers to make prompt deliveries of Perchloroethylene in distinctive 55 gallon drums, designed with a 2" bung on the side and a 3/4" and 2" bung in the head for quick and easy unloading.

Stauffer Dry Cleaners' Grade Perchloroethylene is especially inhibited for use in dry cleaning equipment and meets the requirements of the National Institute of Drycleaning. This non-flammable and non-explosive solvent is preferred for its low toxicity and 'odorless-ness.' Furthermore, you can't beat Stauffer for service, dependability, and product quality.

Ask your distributor to supply you with Stauffer Dry Cleaners' Grade Perchloroethylene in the easy-to-manage non-returnable drums.



Stauffer Chemical Company

380 Madison Ave., New York 17, N.Y. • 221 No. LaSalle St., Chicago 1, Ill.

824 Wilshire Blvd., Los Angeles 14, Calif. • 326 South Main St., Akron 8, Ohio

636 California St., San Francisco 8, Calif. • P.O. Box 7222, Houston 8, Tex.

Apopka, Florida • North Portland, Oregon • Weslaco, Texas

Slavin's Charge System

SINCE AUGUST Albert Slavin has been using a 2 percent charge with no clear rinse. So far his results have been excellent. No rancidity or buildup of soap in the garments has been noted. It was formerly necessary to wetclean 60 to 70 pieces a day; now only 6 or 7 need to be washed. The number of spotting passups has increased, but no exact figures are available on this.

The drycleaning department consists of two identical 30-pound units set face to face, each equipped with a solvent reclaimer. One machine is on charge, the other on straight perchlorethylene with no soap or moisture. The non-charge machine is used for problem fabrics where sizing or loose dye is likely to cause trouble, household, and the like. Everything else goes through the charge.

The 2 percent soap concentration is maintained throughout the week and is tested once or twice during that time. At the end of the week all sol-

vent in the system is distilled and a fresh charge is made up. Mr. Slavin does not attempt to maintain a constant moisture level in the solvent. A tub of stock solution is kept in the aisle between the machines and 16 ounces are added directly to the wheel for loads which contain more than the average amount of water-soluble soil. In the summer this averages out to 8 loads in 10; in the winter it's about 2 in 10.

The standard procedure with moisture is to run the load on charged solvent for four or five minutes; add moisture stock; batch for three minutes; rinse on the filter for five; drain; and extract. The entire cycle, not counting deodorizing, takes about 15 or 16 minutes.

A single garment with more than the usual amount of soil, or a garment that still has soiled areas after cleaning is sprayed with water before cleaning or recleaning.

Both units are equipped with bag-

EDITOR'S NOTE

Letters from readers indicate that operation of the charge system is a topic of special concern. Many of them have stated that the experiences of other readers in handling moisture and soap might prove interesting. Accordingly, examples of successful charge operations will be presented as frequently as possible. A word of caution: What works fine in one man's cleaning room might not work in yours. Type of equipment, type of volume, type of detergent, type of drycleaner—all have a bearing on how the system will work.

type filters. Filter aid is added with each load, and activated carbon is added a couple of times a week.

Mr. Slavin is not using any of the humidity control devices or other automatic means of adding water to the system. He has nothing against them; it's just that his present system is working fine and he doesn't want to fool around with it. When he started with it he didn't know whether it would work without a clear rinse or not, as 2 percent is considered the borderline of rinsing or not rinsing. A higher charge percentage with his detergent probably would require a rinse. # #



CHARGED UNIT is at left; straight perc unit at right. Tub on floor contains stock solution. Extracted load is being transferred to reclaimer



Boy...

beautifully finished
and folded by

UNIPRESS!

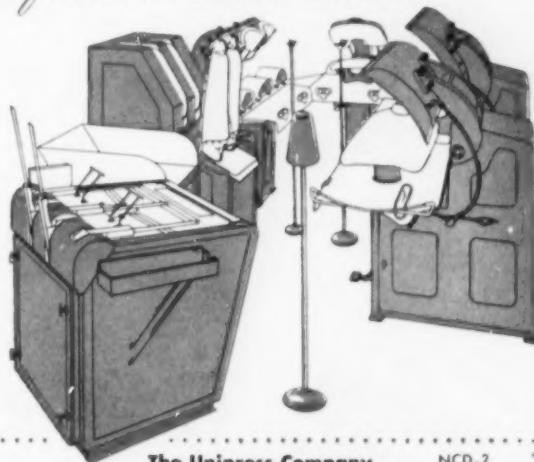
2-Girl CONSTELLATION Shirt Finishing Unit

Distinguished for the "hand-ironed" finish that sells housewives

Accurate timing, feathery response make the Unipress 2-Girl Constellation the last word in quality shirt finishing equipment. Dual controls swiftly respond to operator lays resulting in perfect machine-operator coordination. Smooth chrome heads and Unipress "gliding" action achieve a superb quality finish.

Sparked with the One Lay Sleever and the amazing Automatic Shirt Folder, your Unipress 2-Girl Constellation can be the key to new production records and greater profits.

If quality shirt business is important to you... see your local Unipress distributor today!



FINER FINISHING FASTER
with

UNIPRESS

The Unipress Company
2800 Lyndale Ave. S., Minneapolis, Minn.

The Unipress Company NCD-2
2800 Lyndale Ave. S., Minneapolis, Minn.

Send floor plans and complete information on:

- ☐ 2 Girl CONSTELLATION Shirt Unit
- ☐ 3 Girl CONSTELLATION Shirt Unit
- ☐ Unipress Automatic Folding Table
- ☐ Unipress One Lay Sleever

Name

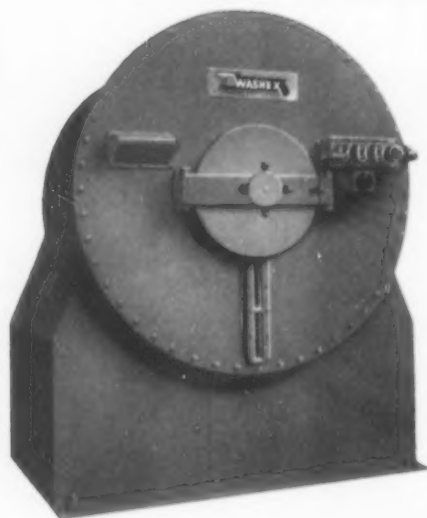
Firm

Address

City Zone State

MEET THE ACTION-

that is stirring



"100" WASHEX COMBINATION WASHER-EXTRACTOR

WHEN you see the "100" WASHEX Combination Washer-Extractor, you'll know why it's become the milestone of modern, advanced dry cleaning engineering.

See "Open-Pocket" operation at its best . . . ingeniously mechanized in a simple, push-button Washing-Extracting cycle that cleans superbly with far less labor.

Profits go up with the "100" WASHEX Combination Washer-Extractor. Save your solvent, stop hazardous handling of solvent soaked garments, cut out excessive equipment. Cleaning is easier, different, far better with the "100" WASHEX Combination Washer-Extractor . . . see it first!

SEE
WASHEX
BOOTHS 464-465
N.I.D. CONVENTION
Washington, D. C.



FABRIC LAUNDRY & DRY CLEANING MACHINERY CORP.

192 Banker Street, Brooklyn 22, New York

-PACKED TEAM

the industry!

OLSON TUBULAR SCREEN FILTER

Crystal Clear * Long Cycle Filtering

SOIL-LADEN solvent becomes crystal clear and sparkles with real cleansing vitality when OLSON TUBULAR SCREEN FILTERS "watchdog" your system.

No scraping; simply backwash a few minutes each day . . . That's all it takes to operate your OLSON filter.

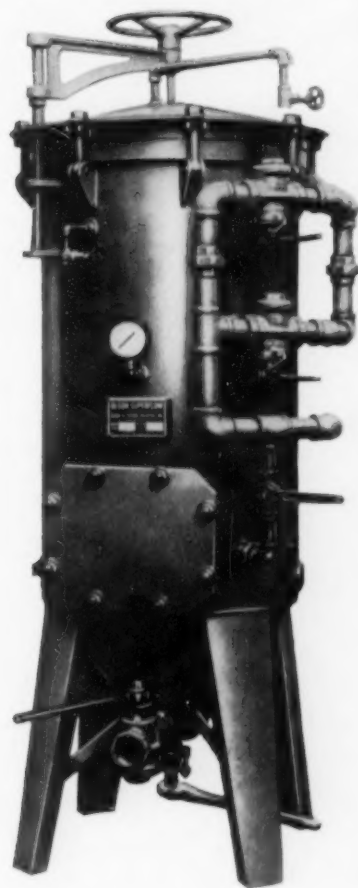
It's rugged . . . soundly engineered for trouble-free maintenance with Tubular Screen Filters that are amazingly sensitive to the smallest of soil particles.

Dry cleaning, with OLSON TUBULAR SCREEN FILTERS safeguarding the solvent lifeline, is easier, much more economical and it frees you from week-end maintenance worry.

Worth looking into? Of course, see it now!

OLSON FILTRATION ENGINEERS, INC.

1624 Kilbourn Avenue, Chicago 39, Illinois



SEE
OLSON
BOOTHS 462-463
N.I.D. CONVENTION
Washington, D. C.



SIGN FACING DOOR points to claim-check depository. Twenty-five one-dollar bills hang by twine from ceiling above counter

Cash Award Gets the Claim Checks

Wide publicity is a valuable by-product of labor-saving scheme

By WILLIAM R. PALMER

IN THE CENTER of Lexington, Massachusetts, Craft Cleaners does a substantial volume. It's entirely cash-and-carry.

NEWSPAPER AD appears in local paper at least once a week. A jumbo postcard of similar design was mailed out at the beginning of the program to the entire trading area.

One of the plant's biggest problems has always been to get customers to remember to bring in their claim checks, according to Herb Berliner, ex-president and active member of the Massachusetts Cleansing Plantowners Association. Since Craft also has a shirt laundering service, store girls have often spent as much as 20 minutes hunting for a single order.

This general absentmindedness of customers has been practically cured by a weekly drawing and \$25 cash award. When a customer presents a claim check for an order, and the order is ready to go, the store girl asks, "Have you made a note of your number?" If the customer has—and they usually have—the store girl pokes the check through a slot in the top of a gray metal drum.

This drum, about 2 feet high and a foot in diameter, is suspended slightly above its middle on two bearings. Thus it can be turned end over end, tumbling the claim checks until they have been thoroughly mixed. The lid is kept locked except at drawing time.

At present the drawing is held at 10 a.m. every Wednesday. The winning number is posted in the plant and

is advertised in the newspaper. If the winner doesn't claim it by 5 p.m. on the following Tuesday, he or she gets a consolation prize of \$5, and the \$25 is added to next week's prize, making a total of \$50. Mr. Berliner says there's one drawback to this arrangement. He doesn't get as much extra publicity as he should when the jackpot is doubled. He plans to make the cut-off time for claiming the prize on Friday night, so that he can advertise the increased jackpot for two or three days before the drawing.

Craft Cleaners gets a double return on the cost of this program. Looking up invoices alphabetically from the customers' names has been almost eliminated. Thus the increase in customers handled per hour makes a real dollar savings each week in store wages.

From the promotional viewpoint, the interest shown in the awards exceeds that of any routine advertising done by Craft Cleaners for several years. For example, a local bank executive phoned in recently to see if the number advertised in the paper was accurate. He had the number, he said, only two of the figures were transposed, and he was wondering— # #

HERE'S THE

SUPER STAR

in the
CLEANING WORLD'S
FIRMAMENT...

POTENT... POWERFUL... DETERGENT

CHARGEIT

with CHLOROPHYLL

HIGHER
SOIL
REMOVAL

REDUCED
LINTING

ODORLESS
PER-
FORMANCE

FASTER
ACTION

NO
DISTILLATION
TROUBLES

BUILDS
NO FILTER
PRESSURE

NU-PRO

...the

SUPER CHARGE

for CHARGE SYSTEMS

that MEANS NEW

CLEANING EFFICIENCY

with

ECONOMY

TRY IT...FOR TOP RESULTS and SEE!

N.I.D. CONVENTION, WASHINGTON, D. C., BOOTHS 105-106

NU-PRO MFG. CO.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

SEE YOUR NU-PRO JOBBER...
FIELD MEN WILL DEMONSTRATE...
OR WRITE US DIRECT FOR TRIAL ORDER

What About One-Hour Service?

Here is what two Pittsburgh plants learned about selling fast service

By HENRY MOZDZER



OBSERVATIONS of quick service in Pittsburgh's "Golden Triangle"—where the Allegheny meets the Monongahela to form the Ohio River—reveal that gold is where you find it.

Esquire One-Hour Valet, owned and operated by Bert Heller in that city, opened its doors to the public late in December of 1952. Within a few months the business was bringing in above \$1,000 per week—without benefit of advertising and in spite of the fact that there are some 17 plants within a radius of a few blocks.

A major part of Esquire's success is attributed to its location in a city-

owned parking building which can accommodate 786 automobiles. There is no question but that its proximity to parking facilities in the crowded city makes it more accessible and therefore more convenient and attractive to the motoring public—particularly, to drivers who use the facilities regularly in getting to business.

While Esquire Valet does not indulge in the standard forms of advertising, it still manages to draw a lot of attention to itself. It has accomplished this by discarding the cloak of mystery which surrounds the back-room operations of so many cleaning

plants and thrusting them before the pedestrian eye.

The finishing line was placed parallel to one of the store-long windows. In this way it made a "display piece" and activity here attracts the passerby—"advertising" the fact that garments are pressed here. Looking beyond this line into the plant's interior, the curious observer can see the assembly operation and note the general good order of the establishment and the attractiveness of the cleaning room itself. The cleaning room, consisting of a 30-pound synthetic unit and a reclaiming tumbler



DISPLAY of plant's inner workings serves to stimulate public interest and takes some of mystery out of drycleaning practices—builds confidence and sales. Coat form seems to make biggest impression on onlookers

4th MANITOWOC

"BEST machines money can buy"

says Alba Cleaners and Dyers Inc., New York



Alba Cleaners, known throughout the area, not only for their fine quality cleaning, but for excellent service as well. Directing operations are Mr. Melvin Bickford and Mr. Harvey H. Levien shown above, and Mr. Harry A. Levien on the lower photo. You'd smile too if you had a Maniowoc.

complete **\$6860**
sss unit
F. O. B. MANITOWOC

"After operating various other well known machines for some years, we bought our first Maniowoc Synthetic Unit in 1951. We are now ordering our fourth unit.

The wonderful performance in turning out top notch quality work, day after day, with a minimum of effort plus the durability of construction proven by hard pushing month after month definitely proved to us that we are operating the best machine that money can buy."

It's the same story wherever you go — from coast to coast — it's Maniowoc, preferred because of its dependability and finer quality dry cleaning. You can pay more, but you can't duplicate the performance of a Maniowoc. Before you buy your next machine, get all the facts on Maniowoc.

Manit

See it on display
N.I.D. CONVENTION
Washington, D. C.
Feb. 12-14
Booths 374 & 375

Synthetic
PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.
512 - 16th Street
MANITOWOC, WISCONSIN

of the same capacity, is even kept lit at night to show its good looks.

While Esquire Valet offers one-hour service, the call for this service is relatively meager. There just don't seem to be that many people in that much of a hurry. In the course of a week this service brings in about \$50, which amounts to about 3 percent of Esquire's current \$1,500 weekly volume. Most of the people requiring this service do come back in one hour.

Most customers prefer to take the regular same-day service and the bulk of the trade stems from the white-collar employees who work in nearby office buildings. They bring their garments in during the morning hours and pick them up on the way home. (Some 70 percent of the work coming into the plant each day is received before noon.) That holds true during the week days.

While one would expect the volume of business to slacken on Saturdays, such is not the case. Saturdays seem to bring out the neighborhood trade—the people who live nearby and for one reason or another don't get into the plant during the week. Valet is open from 7:30 a.m. to 6 p.m. and accepts calls for one-hour service up until 4 p.m. six days a week.

The base price at Esquire Valet is \$1 (with no extra charge for quick service) which is somewhere between the chain price of 89 cents and the neighborhood price of \$1.25. Two waiting booths are located in the front office to handle frequent calls for while-you-wait finishing and more recently the plant has been accepting laundry bundles as a convenience to its customers. Laundry is farmed out.

Quick-Service History

There are about 150 cleaning plants in the Pittsburgh area serving a population of well over 675,000.



SHIRTS are big item at Cavalier Cleaners, East Liberty. Two plants, six branch stores bring in 5,000-6,000 a week. Call for two-hour shirt service outstrips call for one-hour drycleaning



THIS 50-POUND synthetic unit with matching solvent saver has been used by Vincent Galardi at his new Sixth Street plant for past year and a half

Of these plants approximately one-third offer one-, two- or three-hour service to their patrons and half this number are specifically designated as one-hour establishments.

The one-hour service theme seems to have got under way in earnest around 1949-50.* Among the factors attributed to its appeal are smart packaging of equipment, simplicity and speed of operation, and a good selling job by equipment salesmen. At this date, most observers feel that the number of drycleaning plants in Pittsburgh has reached—if not surpassed—the saturation point.

Plants of this "one-hour" type draw their trade heavily from people who live or work in the immediate neighborhood. Their biggest advantage seems to lie in proximity and quick service. While there may not be great demand for quick service, the custo-

mer will remember the plant when he needs it.

The success of the individual package plant can usually be judged within the first two months of operation. Following the initial spurt during this period, business levels off quickly. Later rises are much more gradual unless new interest is aroused. This can and has been accomplished in at least two ways: by increasing facilities and adding new services.

Stimulating Sales

Cavalier Cleaners, located in the East Liberty section of Pittsburgh, for instance, has delved into both these aspects with considerable success.

Aside from one-hour drycleaning Cavalier offers a two-hour shirt laundry service. Its experience reveals that the latter is particularly popular with the transient trade and that the request for this service is greater (6 to 7 percent of the weekly volume) than for one-hour drycleaning. And this despite the fact that there is an extra charge levied on the quick shirt.

About 25 percent of the customers request same-day service on drycleaning. Where no time is specified, one-day service is given, according to plant manager Jack Berman.

Cavalier has expanded its facilities to the point where it now has six branch stores serviced by two package plants. One plant handles the drycleaning for all stores, while the other does the shirts for all stores and has drycleaning equipment to handle just the volume coming from its neighborhood trade.

It is interesting to note that the six stores together draw only 35 percent of Cavalier's total business volume. This would indicate that package plants have definite appeal and can go places with a progressive management at the helm. Gold is where you find it. # #

* This is not to say that it was unheard of before this time. In fact, one cleaning plant (owned by the Galardi family) offered "30-Minute Service" to its patrons some 20 to 25 years ago and is still operating under that banner. It should be added, however, that the equipment in use during those Roaring Twenties days could handle only about three garments at a time.

U. S. Model 518-2



THIS IS IT!

This latest U. S. Model 518-2 is *the* ONE Blind Stitch Machine which does the work of TWO models.

ALL silks, cottons, woolens and synthetics can be hemmed, or reinforced with speed, economy and fine finish on this ONE Blind Stitch Machine.

PAYS FOR ITSELF MANY TIMES OVER

On Display At The Show

Booth 274

Write for information about this remarkable machine. Learn how much you can save on finishing.

SEE THE U. S. FIRST!

U. S. BLIND STITCH MACHINE CORP.

312 Seventh Ave.

New York 1, N. Y.



the newest
the finest

CHARGED-SYSTEM DETERGENT

Pennsalt

**Works in any charged system—1, 2, 3, or 4%—
dilute, regular, or super-charged!**

**Works with the equipment you now have—
no gadgets to buy, none to get out of order!**

If you would like to drastically reduce or even completely eliminate costly wet cleaning and much spotting *under your present charged system set-up*—Power-Pak is right for you! This newest development from Pennsalt can help you turn out far better work, with less trouble, and with a bare minimum of wet cleaning.

The key to this new product's ability is its exclusive Hydratroll action—in effect, its power to make moisture behave, to make it work *for* you, not against you.

You can use the right amount of moisture for each load—even adjusting for humidity conditions of the atmosphere or of the solvent if you wish. You just add a selected amount of a stock solution containing Pennsalt Energex and moisture.

Then, moisture *plus* solvent *plus* Power-Pak go to work to get garments as clean as you've ever seen them come from the washer! Colors gleam, whites sparkle. Cotton parts in suits look like they'd been washed in soap and water. Yet, silks don't take on that dull washed-out appearance.

Power-Pak rinses fast, offers trouble-free distillation and filtering, can be used in dilute or super-charged systems. Best of all, Power-Pak will work with the equipment *you now have*. Nothing extra to buy! No fancy gadgets to get out of order.

Free Technical Service

There is no charge for installing Power-Pak. Experienced Pennsalt technicians, trained to analyze *your* special needs and problems, will help set up your plant to get the very most out of this advanced detergent. A free, easy-to-use test kit is provided with all installations.

We honestly believe Power-Pak is the finest charged-system detergent ever offered to the dry-cleaning industry. Once you use it, we know you will think so, too. Contact your Pennsalt distributor today for further information. Laundry & Dry Cleaning Dept., Pennsylvania Salt Mfg. Co., East: 402 Widener Bldg., Phila. 7, Pa. West: 2168 Shattuck Ave., Berkeley 4, Calif.

POWER-PAK is a trade mark of PSM Co.



**Pennsalt
Chemicals**

POWER-PAK



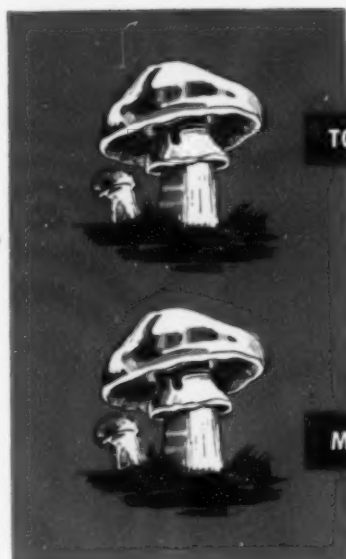
POWER-PAK

- use with dilute or super charges
- no special equipment to buy
- deep-down cleaning action
- sure control of moisture
- fast, free rinsing
- trouble-free distillation & filtering

They look alike

but they're really not

One's a poison, the other is a nourishing food! Toadstools will give you trouble, and so will imitations of Arrow Sponge Pads. People have learned the hard way, you can't substitute toadstools for mushrooms. . . . No more than you can substitute imitation for the original patented Arrow Sponge Pad. Be sure, be protected, be satisfied — look for the Arrow trademark . . . look for Arrow green.

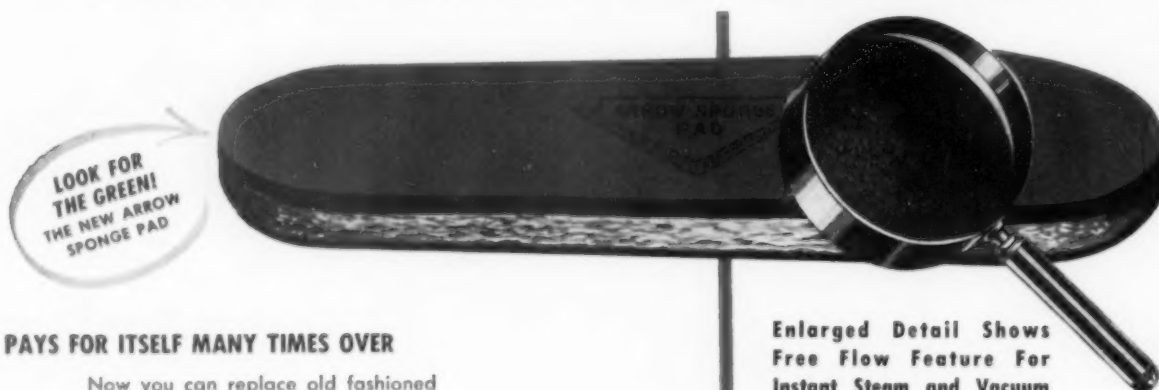


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MUSHROOM

THERE'S NO SUBSTITUTE FOR THE BEST ARROW SPONGE PADS*

FOR ALL DRY CLEANING AND GARMENT PRESSING MACHINES



LOOK FOR
THE GREEN!
THE NEW ARROW
SPONGE PAD

PAYS FOR ITSELF MANY TIMES OVER

Now you can replace old fashioned padding with lightning speed with genuine Arrow Sponge Pads. Eliminates garment shine and button and zipper breakage. Assures 100% efficiency in steam and vacuum operation. Erase production head-aches and convert costly "hard-to-press" summer garments into big dividends.

*Reg. U. S. Patent Office



Patent No. 2482412

Enlarged Detail Shows Free Flow Feature For Instant Steam and Vacuum

- Arrow Sponge Pads overlap buck on all sides. Assures full vacuum draw. Prevents steam from escaping at edges.
- Arrow Sponge Pads save labor and money in repadding.
- Button and zipper breakage are eliminated.
- No cotton or flannel pad needed with Arrow Pads.

Ask Your Jobber or Write Direct . . . Sizes and Shapes for All Pressing Purposes

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N. I. D. CONVENTION,
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SOLVENT OVERHEATING CAN WIPE OUT YOUR PROFITS OVERNIGHT



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WITH A LOW COST ROSS SOLVENT COOLER

Damaged garments, lost working hours and complaining customers can ruin your business in no time at all. Why take the chance? It costs so little to stop solvent overheating completely with a Ross Type BCF Cooler . . . and you'll be money ahead every day. Once you put this easy-to-hook-up unit on the job, solvent temperatures will never get out of hand to rob you of your rightful earnings. It's the cheapest profit insurance you can buy!

No longer need you worry about overheated solvents causing stubborn wrinkles, difficult spot removal and poor cleaning quality eating up your time . . . Sickening fumes that sap the strength of your workers—keep them at home,

especially in hot weather . . . Color bleeding, shrinkage, relaxation, "felting," ruined sizing and dressings that cause customers to drift away . . . The risk of fire and explosion.

Don't wait for warm weather. The risk of loss exists all year 'round. Send the coupon today for literature and prices or ask your equipment distributor about this rugged, little, copper-brass cooler that will work wonders in your plant.

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For February, 1954

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95

ASSOCIATION NOTES

Allied Trades Groups To Merge: The consolidation of the Laundry and Cleaners Allied Trades Association and the Laundry and Dry Cleaning Machinery Manufacturers Association has been approved by a majority vote of the membership.

The proposed constitution and by-laws for the new association, which will be known as the Laundry and Cleaners Allied Trades Association, will be acted upon at the 1954 annual membership meeting at Colorado Springs, Colorado. At that time the merged boards of directors will select a president for the consolidated group. The current presidents are F. H. Ross, Jr., and Burrill O. Gottry, of LCATA and L & DCMMA, respectively.

#

Local Elections: Headlee Bailey has been elected president of the **Level-land** (Texas) Dry Cleaners Association, succeeding M. G. Palmer. Other new officers are M. L. Spence, vice-president, and Newell Palmer, secretary-treasurer.

New president of the **Pueblo** (Colorado) Dry Cleaners Association is Evan Grace. Other officers for the coming year are: Tony Venuto, vice-president; Fanchon Meek, secretary-treasurer, and new board members Harry Saunders, Elwyn Meek and John Stine. Holdover members of the board are Steve Papish, Charles Moyer and Jess Avolos.

The Independent Dry Cleaners' Association of **Seattle**, (Washington) has chosen Jay Williamson as president, Matt Dannemiller vice-president, Harvey Harvey treasurer, and Robert Johnson secretary. Board members include C. W. Gifford, Richard Dinkleman and James Walsh.

At a recent meeting of the Retail Cleaners Plant Owners, Inc., of **Baltimore**, Jack Matisoff, Har-Ted Quality Cleaners, was elected president. Other officers are Irving Hackerman, vice-president; Anthony Crisafulli, recording secretary, and Tom Reinecke, treasurer.

The **Brockton** (Massachusetts) Dry Cleaners Association has reelected the following officers for the new year: Arthur Kashgagian, chairman; Leon Katcharian, treasurer, and Alvin J. Weiner, secretary. A committee, consisting of Richard Barry, Jr., Hyman Richman and John Boyajian, was appointed to study the possibilities of

setting up a consumer relations board. Sarkis Bogosian and Leon Katcharian were appointed to study methods of consumer education.

#

North Carolina Appointment: The officers and directors of the North Carolina Association of Launderers and Cleaners, Inc., have selected Fred Dodge of Raleigh as the group's executive secretary, according to an announcement by Robert E. Kizer, president.



FRED DODGE

Mr. Dodge has had several years of trade association work in North Carolina, preceded by a career in advertising and public relations. He was formerly associated with N. W. Ayer & Son and Ward Wheelock advertising agencies in Philadelphia and Batten, Barton, Durstine & Osborne in New York. He served as a department store advertising manager for several years and conducted his own advertising agency.

#

New Local Groups: The Associated Dry Cleaners of **Battle Creek** (Michigan) has been organized, with Earl Bertwistle as president, William Stuckle vice-president, and Mrs. Louise Bell secretary-treasurer. Aims of the group were announced as promotion of better service, public information and education, establishment of harmonious relations and co-operation in solution of common problems among the membership.

The newly organized **Lehigh Valley** (Pennsylvania) Cleaners and Dyers Association has a membership of 10 plants in the area of Easton, Philips-

burg, Washington and Hackettstown. Officers are: Nicholas R. DeRenzis, Wilson, president; Michael Falcinelli, Phillipsburg, vice-president; Albert DeMarcantonio, Easton, secretary, and Arthur Kaduk, Easton, treasurer.

#

Louisianans Want School: About 65 drycleaners and laundryowners of northeast Louisiana met recently at West Monroe to discuss establishment of a vocational school. Hugh Taylor, a director of the North Louisiana Cleaners and Launderers Association, was chairman of the meeting, and reported on his study of other schools for training in the two industries.

A Department of Labor representative reported a shortage of qualified applicants to fill vacancies in the two industries, and S. W. Jackson, of the Ouachita Valley Vocational School, described the requirements for establishing a training course.

A committee of industry and civic representatives was chosen to work for the establishment of the school.

#

Californians Hold Meeting: The quarterly meeting of the California Drycleaners Association, held recently at San Jose, drew an attendance of over 200 delegates. Discussions and reports were heard on insurance, proposed relaxation of solvent regulations, public relations and the state-wide advertising campaign. The meeting also featured a clinic at Economy Cleaners.

In charge of arrangements were Lowell Benson of Campbell, state director from the San Jose district; George Lanfri, president of the Co-operative Cleaners and Dyers Association of San Jose, and George Shepherd, executive secretary of the California group.

#

News From Neighborhood Cleaners: The annual dinner dance of the Neighborhood Cleaners Association (New York) will be held March 14 at the Waldorf Astoria Hotel in New York City.

Members of the Westchester Chapter elected the following new officers: Sid Deutch, Yonkers, president; Otto Frey, Yonkers, vice-president; Abe Fine, Rye, secretary; Bob

Newhouse "All-In-One" Products



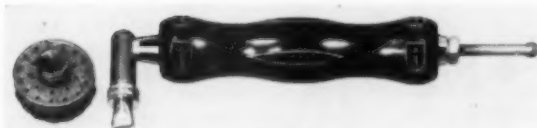
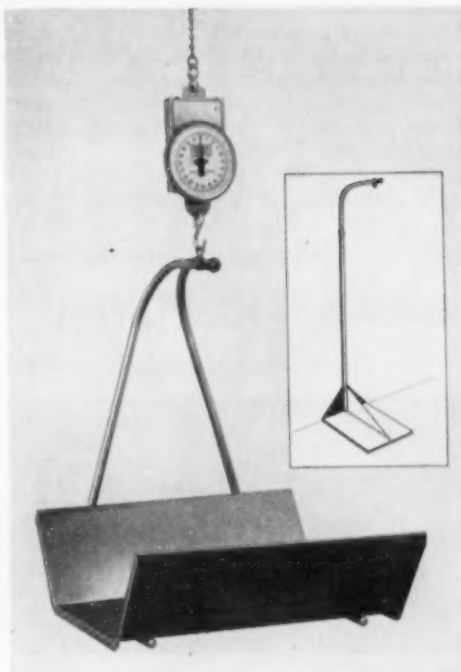
NU-WEIGH BASKETS

STANDARD SCALE BASKET \$69.50

16" x 18" x 32" heavy gauge steel wire basket, with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

ECONOMY HANGING SCALE \$39.75

Ideal basket-scale for selling service by weight, approved by Dept. of W. and M. Capacity up to 100 lbs. Suspend anywhere—or add \$15.00 for the floor stand.



NEW ALL-PURPOSE SPOTTING GUN

Nonbreakable handle with vented air cooling bushings at both ends. Interchangeable brush. Handle constructed of the new Loven 307, Government approved, impact material.

Gun without brush	\$6.75
Gun with 1 3/4" brush and 3/16" adapter	8.75
1 3/4" replacement brush with 3/16" center hole	1.70
1 3/4" replacement brush and adapter which fits Cissell and other makes of guns having a 3/16" tubing	2.25

See Our Complete Line at
NID
Washington
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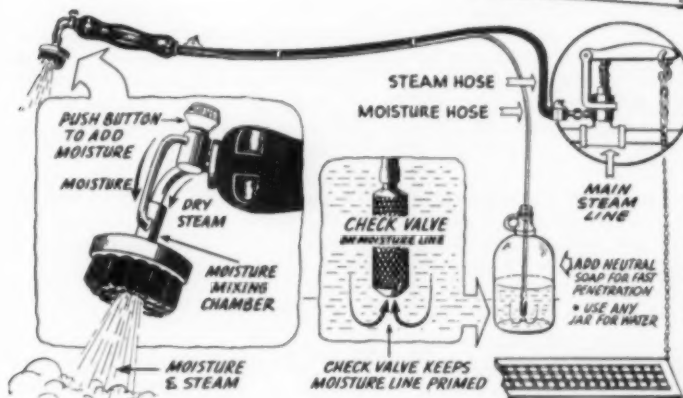
NEW ECONOMY GUN

The New Economy Gun with Special Jet Tip—breaks up moisture—gives air-line spray—makes feathering out fast and easy—speeds up spotting work \$5.00
With interchangeable 3/16" center hole Brush \$6.50

STAINLESS STEEL SPOTTING NOSE Ideal for Pre-Spotting—saves your regular spotting board



Spotting Nose without board \$32.50
with 2" board and chemical tray, as shown, 5 1/4" overall \$42.00



MOISTURE CONTROL GUN

Items shown in diagram at left make up a complete Pre-spotting unit. Pre-heats chemicals for double cleansing power. No condenser necessary when connected to main steam line. Complete, as shown \$21.95
Moisture Control Gun with 6' suction hose and check valve—Ideal for water-proofing and moth-proofing \$10.95
New Type Steam Chamber with foot pedal and hose (without gun) \$25.25
Standard Gun with brush 6.45
New Economy Gun with Jet Tip \$5.00—with brush 6.50
New Deluxe Gun with Jet Tip and brush 7.45
New Jet Tip for Standard Gun .75

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For February, 1954

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Talsky, New Rochelle, treasurer, and Marty Harris, New Rochelle, sergeant-at-arms. Elected to state offices were: Dave Birenbaum, Mount Vernon, vice-president; Morris Friedman, White Plains, delegate, and Willy Goldman, Mount Vernon, delegate.

More than 250 drycleaners from many sections of the state attended

the December 13 forum on the use of added moisture. William Seitz spoke on "Dyes in Today's Fabrics," while the discussion of moisture and the control method was carried by representatives of Emery Industries, Pennsylvania Salt Manufacturing Company, Stamford Chemical Company, and R. R. Street & Co. Inc.

The Buffalo Chapter is collecting a defense fund to battle proposed amendments to the licensing code of that city. The Buffalo City Council has twice postponed consideration of the proposed amendments to give NCA attorney Ed Simer an opportunity to draft and discuss proposals with the responsible officials.

N.I.D. NEWS



PRESENTATION OF GIFTS to 20-year employees, left to right: Norbert J. Berg, Miss Cecil Bonas, Miss Edna Michelsen, George P. Fulton, Mrs. Mabel Summers, Mrs. Louise Crofts—and Santa Claus

Staff Veterans Honored: Five employees of the National Institute of Drycleaning with 20 years or more of service were honored with special gifts at the Institute's Christmas Party December 24. Honored were Miss Edna M. Michelsen, Miss Cecil Bonas, Mrs. Mabel Summers, Mrs. Louise Crofts and George P. Fulton. Gifts were presented by N. J. Berg, general manager.

Miss Michelsen, now registrar of the Institute, joined the staff in May 1927 when its headquarters were first moved to Silver Spring. In her role as registrar, she handled many duties which have since been formalized under subsequently established departments. She supplied member drycleaners with all sorts of informational aids, production layouts and other services, did consumer education and public relations work and whatever needed to be done. She actually directed the field service without benefit of title, receiving reports and keeping track of visits by fieldmen. Miss Michelsen is said to have a first-name acquaintance with more people in the drycleaning industry than anyone else. She is now engaged in writing a much-needed history of the industry as one of her extracurricular activities.

Miss Bonas joined the staff as secretary to the chief analyst of the analysis department in November 1929, became his assistant and actually took over the work of garment

analysis herself for a time. She became office manager in January 1938 under the late managing director, J. M. Matson, and has continued in that position ever since.

Mrs. Summers first went to work in the Institute Cleaning Plant in May 1933 in the household finishing department, became head of that department and later transferred to silk finishing. Mr. Berg pointed out that she had contributed greatly in her 20 years of service to the high quality of the plant's work and to the prestige of the Institute.

He paid the same compliment to Mrs. Crofts, who joined the plant staff in October 1933 as an inspector. Mrs. Crofts took the Institute's 12-week general course in 1947 as a member of the 63rd Class and also the fourth silk finishing course in 1950.

The four women received jeweled brooches in recognition of their long service. A jeweled ring was presented to Mr. Fulton, director of research, who completed 20 years with the Institute in January 1954. A graduate of Pennsylvania State College with a Master's Degree in Chemistry, he joined the Institute staff as an instructor in applied science, assisted with research projects and eventually headed the research department. For a time he was principal of the drycleaning school. His book, "Applied Science for Drycleaners," is used as a text in the Institute training program. Under his direction the research de-

partment at NID has greatly expanded.

#

Convention Treats: The grand door prize to be awarded at the convention in Washington February 11-14 will be an expense-free week for two persons in Havana, Cuba. The trip can be made any time between mid-April and October of this year. Stubs for the drawing will be collected at all convention sessions.

In addition, there will be a chance for one of the ladies to win a mink stole.

For many years a regular feature of NID conventions, the Celanese style show will make a return appearance this year. The garments, all made of acetate and designed by leading couturiers of France, Italy, England, Ireland and Spain, have been on tour in New York, Vancouver, Honolulu, Colombia, Venezuela and Mexico, and will be seen for the last time the evening of February 12.

#

Class Honors: Among 37 graduates in the 86th Class of the general course, which was graduated December 18, the highest scholastic average was attained by Ray Kuratomi of Black and White Cleaners, New York City. He was presented with a certificate by William B. White, director of educational activities, and his name will be inscribed on the NID Scholastic Trophy. The runner-up was Odum B. Boone, Jr., of Boone Laundry & Cleaners, Murray, Ky.

#

New Technical Bulletin: "Fiesta Dresses" is the subject of Technical Bulletin T-316. The bulletin describes tests made on this garment, which has recently been coming in to the analysis department, and suggests processing methods which appear most effective.



we
it's
to
and

THINK TIME STOP THINK

IT'S TIME TO STOP AND THINK. Are you preparing for the future of your business? Take a minute now to reexamine the whole picture. A lot of new ideas have been presented to you. . .and many of them are very expensive. Huge sums have been spent on improving quality, but very little has been done to make these improvements pay-off in increased volume.

Now is the time to make this quality pay off, and the only way that can be done is by proper promotion. A really good day-by-day promotion that continues all year 'round is the kind that pays constant div-

idends in increased volume. . .and increased volume is an absolute necessity in Tomorrow's Thinking. U-SAN-O Mothproofing plus Chlorophyll Cleaning is just the year 'round promotion you need. . .and it costs so little. It will give you

positive increased volume at prices you can afford.

Stop and think about Tomorrow. . .call your distributor today and discuss your future with him.

Think about this year 'round low cost promotion

CHLOROPHYLL *Cleaning* plus **U.SAN.O** *Mothproofing*

Fully protected by United States and Canadian patents



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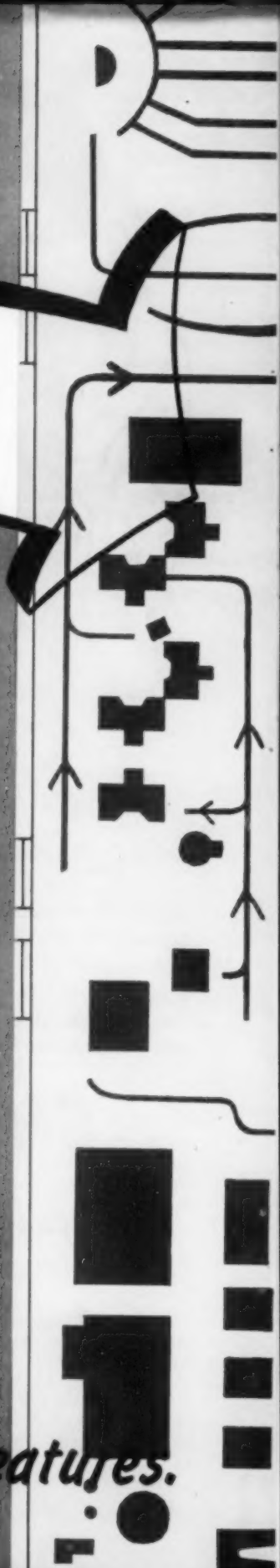
GUIDE TO PLANT LAYOUT

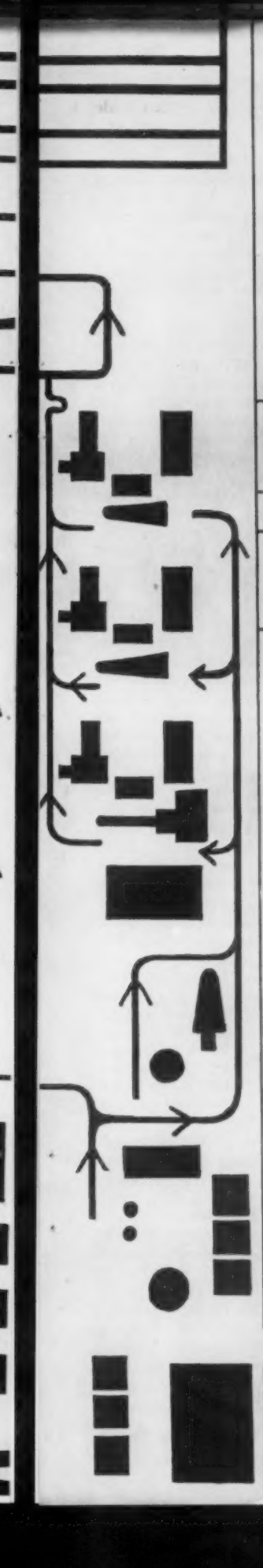
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for EFFICIENCY and PROFIT**

Basic Principles & Methods For

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Complete BUYERS GUIDE*

CLASSIFIED DIRECTORY, listing all kinds of drycleaning equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

EDITORIAL FEATURE SECTION:
How to plan for efficiency and profit.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

OPERATING GUIDE:
Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

National Cleaner & Dyer

304 East 45th Street, New York 17, N. Y.

14 East Jackson Boulevard, Chicago 4, Ill.



SOAP-BOX DERBY CAR prize has proved top auto-cleaning promotion. To win, boy must bring in 20 hangers and write paragraph on "Why you should have your auto interior cleaned at Electric Cleaners." Car, which cost about \$40 to make, is displayed one week at each of several used-car dealers, their names tied in with that week's newspaper ad. Car is also displayed at cleaning plant ten days before award is made

Three Sidelines That Pay Dividends

Oregon cleaner finds profitable fields in car upholstery, mattress and on-location cleaning

By LON FANALD

OUT-OF-THE-ORDINARY sidelines offered by Electric Cleaners in Eugene, Oregon, are not only proving profitable but they are bringing in customers for regular drycleaning. They are cleaning of auto upholstery, mattress cleaning, and on-location cleaning of wall-to-wall carpeting.

1. Auto Upholstery Cleaning

Electric Cleaners got into this sideline by chance. Raymond Torrey, who has operated the company since 1914, plays golf regularly with a car dealer, an insurance adjuster and a banker. The banker had taken a loan on a car which had been in an accident, had

been repossessed, and was being re-conditioned under the terms of the insurance policy.

Cleaner Torrey was the only one of the foursome not in the argument until someone suggested that he might be able to clean the cushions in place of a reupholstering job. He undertook to try it. From this first job, Electric Cleaners has developed a sideline which often accounts for as many as 50 auto upholstery cleaning jobs per month.

On car cleaning Electric gives half-day service. The car is brought to a lot at the rear of the plant. If seats are removable, they are taken out and cleaned in the furniture cleaning room. The rest of the auto interior is cleaned with a portable cleaning unit which is used only for this purpose. The plant has a spotting-gun connection on the lot, also a hose connection for the large vacuum unit. All auto interiors are spotted before they are cleaned.

Seats which have been removed and cleaned on the furniture cleaning floor are dried with the hot-air fans in that room. On all cleaning done in the auto fast drying is given by a portable heater-blower placed in the car; the windows are rolled up.

The charge for cleaning a car interior at the plant is \$15. If a large amount of spotting is required, \$5 additional is charged. On all cars which have been in a wreck and have blood-stained cushions, there is a charge of \$5 for removing these stains.

According to Neil Torrey, who handles all car upholstery cleaning, the toughest job to date was a Cadillac which had been wrecked because a large hawk had gone through the windshield. Every square foot of the interior was splattered with hawk blood. The cleaning job came to \$75 and the insurance company was glad to pay since it saved better than \$250.

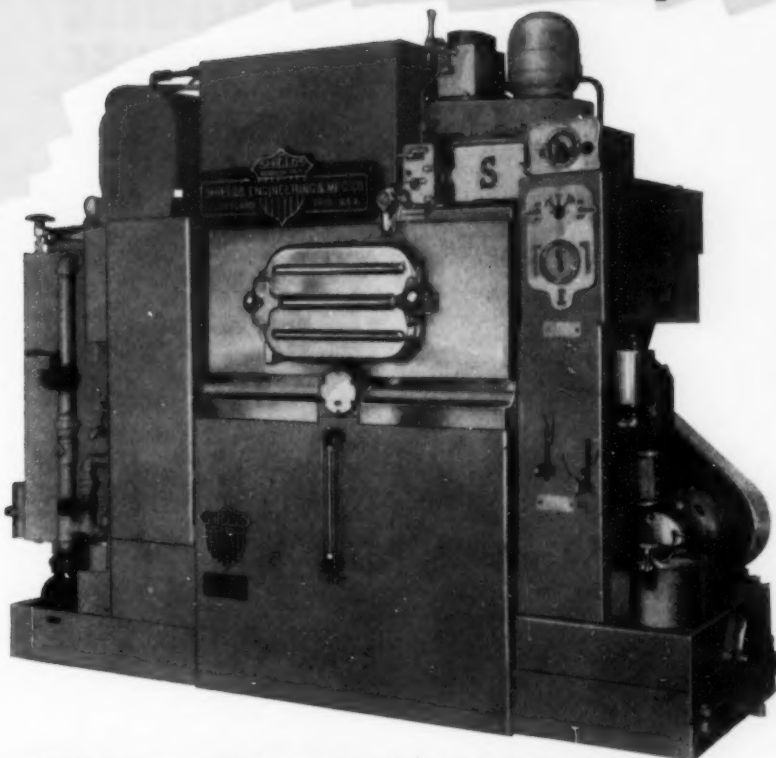
Another angle to the auto interior cleaning service is upholstery tinting. This is done for an additional charge of \$5. A regular upholstery dye is used in the last rinse. Electric Cleaners is preparing a form letter to go to all auto paint shops, advertising this tint service.

Ninety percent of the car upholstery business comes from used-car dealers and used-car departments operated by new-car dealers, and through insurance adjusters.

The bulk of the car upholstery cleaning is obtained through personal solicitation and through direct mail. The plant sends out direct-mail letters to all local used-car dealers, and also to those within a radius of 100 miles of Eugene. No other plant in this area is doing auto interior cleaning. Two direct-mail letters each year warn the

**you'll
make more
in '54**

with a **SHIELDS**
synthetic
DRY CLEANER
with recovery



Shields Dry Cleaner washes — extracts and dries in one continuous operation. Filter muck is taken out dry — also, filter screen bags can be backwashed. Occupying 22 sq. ft. of floor space the Shields Unit measures 34" wide x 88" long x 78" high—enters through a 35" door opening—is shipped completely assembled.

See our Exhibit at N.I.D. Convention, Feb. 12-14, Booths Nos. 355-356.

BACKED BY 39 YEARS OF BUILDING PRECISION MACHINERY

This compact unit, that can be operated manually or automatically, with Load Capacity of 50 dry pounds, is outstanding for economy of Space, Time and Labor. It is daily proving its Superiority in hundreds of dry cleaning plants to the complete satisfaction of owners and operators alike.

Now available with Attachments for Independent Soap Charge System and Water Repellent Treatment—requires 6 to 8 minutes operating time. Solution is used over and over again giving further economy in operating unit.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING. NO INCREASE IN PRICE.



Shields

ESTABLISHED 1915

**ENGINEERING AND
MANUFACTURING CO.**


273 EAST 156th ST. • CLEVELAND 10, OHIO

SEND
FOR DYEING
TO

GARMENTS

**ALMORE
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, President
Continuously in Business since 1919


 The Dyeing Name
of Undying Fame

car dealers against trying to remove stains themselves, particularly blood stains. "If blood stains have been previously washed or tampered with, the chances are that we will not be able to remove them."

This statement has resulted in getting a number of good accounts for Electric Cleaners, particularly in cases where the car dealer *has* tried to remove stains himself and discovered the truth of the statement.

2. Mattress Cleaning

Mattresses are cleaned at the plant in the same manner as any upholstered piece. Mattresses are spotted, vacuumed, shampooed, spotted again if necessary, and hung in the dryroom until dry.

The charge for cleaning a standard mattress runs \$5; \$4 for a mattress from a twin bed.

Mattresses which are badly stained bring a suggestion for re-covering, which is farmed out by the plant. The price for re-covering depends on the material selected.

Very little mattress volume comes from home owners. Eighty-five percent of this work comes from motels, hotels and apartment houses. If they have this work done regularly, the plant furnishes a room card stating

that the mattresses are regularly disinfected, cleaned and power-vacuumed by Electric Cleaners.

Electric Cleaners used newspaper display space to bid for mattress cleaning without success. The only method for getting this business which has produced regular results has been direct mail to a selected customers' list, followed up by personal calls.

3. Wall-to-Wall Carpet Cleaning

On-location cleaning of wall-to-wall carpeting is the latest addition to Electric Cleaners' list of sidelines. It is by far the most profitable, according to Neil Torrey, from two angles.

First, the plant has made good money on every job it's taken, and, secondly, the service has proved the perfect door-opener. Once inside the home measuring for or doing a wall-to-wall cleaning job, the Electric representatives are in a perfect position to suggest cleaning of the draperies, or of a sofa and chair set, or to remind the customers that the firm cleans and stores rugs for a reasonable charge.

Electric Cleaners makes a charge of 7 cents per square foot for wall-to-wall carpet cleaning, for which it has two portable cleaning units. According to Neil Torrey, it is not at all unusual for two men to mark up a \$50

profit in four hours of wall-to-wall cleaning.

Newspaper display and radio are used to advertise this service, which has shown a growth of 200 percent during the past 12 months. To date, volume has been running about half homes, half offices, clubs, churches and schools.

Very little business other than homes, however, has come in as the result of the radio and newspaper advertising. "We find that you have to go out and ask for this commercial business," Neil Torrey said, "if you expect to get any volume of it."

And Drycleaning, Too

The one important thing in pushing sidelines, according to the Torreys, is not to forget that you are—first, last and always—a drycleaner. A sideline is good if it makes a profit, but it should do more: it should help bring drycleaning to your counter.

The Torreys say that with the addition of each new sideline they have gained a substantial number of new drycleaning customers. With each promotion, direct-mail campaign or program of personal solicitations, these new customers are accounting for dividends in drycleaning work as well as the profit from the sideline. # #



SINCE 1915

FUR STORAGE and FUR CLEANING PROFITS

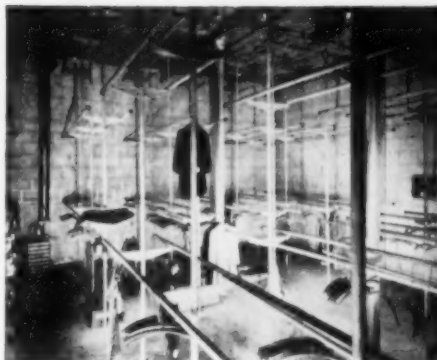
Here's a case in point:—The VAULT shown in the adjoining photograph was planned, manufactured, and installed by RELIABLE engineers. It has returned the cost to the owner MANY TIMES OVER during the short time of its operation.

You, too, can make these EXTRA profits—Assured, Worry-Free Profits—let "Reliable" engineers plan your Fur Storage Vault—now!

For a free engineering survey, fill out the coupon. It will open the road to amazing Fur Storage Vault profits.

NOW... a complete FUR CLEANING DEPT. for less than \$700.00! How? By simply installing our Deluxe #3 WOOD-LINED FUR DRUM to clean the garments, and using our amazing LUSTERETTE "the Mighty Midget" for ironing, glazing and electrifying all garments.

Your profit from cleaning only 150 COATS will more than pay for this equipment—and it will last for a lifetime. Fill out and mail the coupon TODAY for complete information.



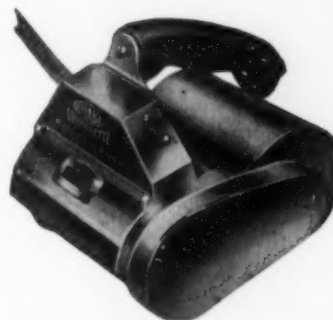
LUSTERETTE

The Only Truly Portable Fur Ironing and Glazing Machine

- A must for any plant that handles furs.
- Just plug in and use, no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.

LUSTERETTE, Model L-50, Patent No. 1,979,030.

(Wt. 7 lbs.) \$197.50

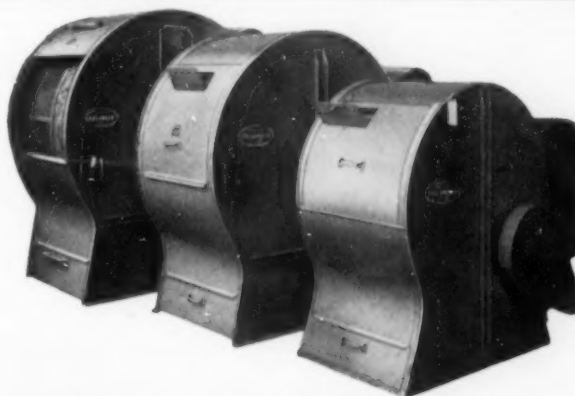


RELIABLE'S DeLuxe TRIO OF WOOD-LINED FUR CLEANING DRUMS

- Three sizes to meet every requirement.
- Safe... no damage to pelts... no removal of protective oils.
- Efficient... powerful air suction and dust filters.

Model No.	Coat Capacity	Price
Deluxe #1	12 per hour	\$795.00
Deluxe #2	8 per hour	665.00
Deluxe #3	4 per hour	495.00

All prices are FOB, Brooklyn, N. Y.



RELIABLE offers a complete line of equipment for Fur Cleaning and Storage, including:—

- Fur Cleaning Supplies
- Fur Vault Fumigant
- Lusterizing Chemicals
- Dehumidifying Units
- Lint Removers

Reliable FUR Storage Equipment Co.

DIVISION OF
RELIABLE MACHINE WORKS, INC.

231 EAGLE ST.

BROOKLYN 22, N. Y.

MAIL THIS COUPON NOW

Reliable Fur Storage Equipment Co. Div.,
231 Eagle St., Brooklyn 22, N. Y.

- () I am interested in installing a PROFITABLE Fur Vault.
() I can also use a low-cost FUR CLEANING DEPT.
() Please send a representative on or about _____ on his next trip thru this territory.

Name _____

Company _____

Address _____

City _____

Zone _____

State _____



WALTER CRONKITE



W. R. DUNCAN



E. E. BISHOP



JAMES B. DALGLIESH

PROGRAM

45th Annual Convention
And Exhibit
National Institute
Of Drycleaning
Washington, D.C.

February 12, 13 and 14



FRANK H. KEAN, JR.



RAY STAUB

WEDNESDAY, FEBRUARY 10

Evening Registration, Statler Hotel

THURSDAY, FEBRUARY 11

All day Registration, Statler Hotel
8:30 p.m. Get-Together Party, Statler Hotel

FRIDAY, FEBRUARY 12

Morning Registration, Statler Hotel
9:30 a.m. Convention Session, Presidential Room, Statler Hotel
Presiding: Willard M. Cannan, President, NID
Showing of Films—"Abraham Lincoln—A Background Study," and "The Eisenhower Inauguration"



DR. W. E. COUGHLIN



DR. GEORGE D. HEATON



BERNARD M. CANNAN



CLARENCE PIERCE

Pull Out



List of EXHIBITORS

continued

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
Everett Sales & Equipment Corp., 251 Third Ave., New York 10, N. Y.	400	Lamson Corp., Lamson St., Syracuse, N. Y.	128
Excelsior Machinery Co., 1452 Randolph St., Detroit, Mich.	574, 575	W. T. Lane & Bros., Inc., Poughkeepsie, N. Y.	311
Fablok Mills, Inc., 46 Cordier St., Irvington, N. J.	684	Laundry-Matic Age, 40 E. 41st St., New York 17, N. Y.	582
Filtrol Corp., 727 W. Seventh St., Los Angeles, Calif.	107	Laundry-Drycleaning Age, 48 W. 38th St., New York, N. Y.	123
Fletcher Works, Inc., Glenwood Ave. & Second St., Philadelphia, Pa.	662, 663	Lerner Manufacturing & Distributing Co., 2031 42nd St., North Bergen, N. J.	529
Ford Div., Ford Motor Co., Truck & Fleet Sales Dept., 261 Constitution Ave., N.W., Washington, D. C.	649	Liberty Marking Tag Co., Inc., 27 Hooper St., Brooklyn, N. Y.	583
Forse Equipment Corp., P. O. Box 639, Anderson, Ind.	624, 625	Lincoln Bag Co., 4200 W. Schubert Ave., Chicago, Ill.	218, 219
Foster-Stephens, Inc., 310 S. Christiana Ave., Chicago, Ill.	401, 402	Lincoln Research, Inc., Box 127, Station B, Toledo, Ohio	229
Fulton Boiler Works, Inc., P. O. Box 228, Fulton, N. Y.	480	McCleary Bros., Lusterway Eastern Sales Co., Second & Auction Sts., Memphis 3, Tenn.	554
Fumol Corp., 49-65 Van Dam St., Long Island City, N. Y.	354	McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago, Ill.	279
Garment Dyers Guild of America, 4519 Ridgewood Ave., St. Louis, Mo.	806, 807	Manitowoc Cotton Goods Mfg. Co., 909 York St., Manitowoc, Wis.	372, 373
Garment Finishing Equipment Corp., 18 Brattle St., Cambridge, Mass.	614, 615	Manitowoc Engineering Corp., 510 S. 16th St., Manitowoc, Wis.	374, 375
Gibraltar Fabrics, Inc., 2236 Pitkin Ave., Brooklyn 7, N. Y.	333	Marlow Pumps, P. O. Box 566, Ridgewood, N. J.	358
M. Gilston, Inc., 230 Ann St., Hartford, Conn.	682	Martin Equipment Co., Div. American Laundry Machinery Co., Cincinnati, Ohio	657, 658
Bill Glover, Inc., 5204 Truman Rd., Kansas City, Mo.	368, 369	Medalie Mfg. Co., 213 First Ave. N., Minneapolis, Minn.	122
Goldman Pressing Machine Corp., 400 W. Broadway, New York, N. Y.	610, 611	Meese, Inc., 108 S. Michaels Ave., Madison, Ind.	313
A. Goodman & Co., 742 E. 45th St., Chicago, Ill.	579	Mehl Mfg. Co., 2057 Reading Rd., Cincinnati, Ohio	405, 406
Gross Machinery Co., Inc., 179 Halbert St., Buffalo, N. Y.	364, 365	Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Ill.	418, 419
	451, 452	Merson Products Co., 63 Essex St., Jersey City, N. J.	304
	108	Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul, Minn.	174, 175
The Guide, 316 Peachtree St., N.E., Atlanta, Ga.		National Airlines, Inc., Wyatt Bldg., Washington, D. C.	
Guss Equipment Corp. of Philadelphia, 3815 Chestnut St., Philadelphia, Pa.	605, 606	National Cleaner & Dyer, 304 E. 45th St., New York, N. Y.	360, 361
Joseph Guss & Sons, Inc., 623 H St., N.W., Washington, D. C.	458, 459	National Cleaners Chemical Mfg. Co., 2809 W. Lake St., Chicago 12, Ill.	481, 482
Gustin-Kramer Co., 74-80 Cummington St., Boston, Mass.	363	National Hatters Supply Co., 81 W. Van Buren St., Chicago, Ill.	562
Walter Haertel Co., 2840 Fourth Ave., S., Minneapolis, Minn.	382	National Indemnity Exchange, 3820 Washington Blvd., St. Louis, Mo.	321
Hammond Laundry-Cleaning Machinery Co., P. O. Box 1160, Waco, Texas	204, 205	National Marking Machine Co., 4026 Cherry St., Cincinnati, Ohio	215, 352
Havnaer Supply Co., P. O. Box 1093, Roanoke, Va.	351	Newhouse Co., 3827 San Fernando Rd., Glendale, Calif.	324, 325
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago, Ill.	155, 156	New York Neighborhood Cleaners Associations, 412 Lafayette St., New York 3, N. Y.	433
Hoyt Mfg. Co., Forge Rd., Westport, Mass.	427, 428	New York Pressing Machinery Corp., 880 Broadway, New York, N. Y.	468, 469
Huebsch Mfg. Co., 3775 N. Halton, Milwaukee, Wis.	120, 121	Nu-Pro Mfg. Co., 2918 Washington, St. Louis, Mo.	105, 106
Huron Milling Co., 9 Park Pl., New York, N. Y.	173	Olson Filtration Engineers, Inc., 1624 N. Kilbourn Ave., Chicago, Ill.	462, 463
Identification, Inc., 1736 S. Michigan Ave., Chicago, Ill.	524, 525	Pantex Mfg. Corp., P. O. Box 660, Pawtucket, R. I.	568, 569, 570
Jensen Mfg. Co., Palmyra, N. J.	651, 652		618, 619, 620
Johns-Manville, 22 E. 40th St., New York, N. Y.	277, 278	Para-Lux Products Co., 4158 W. Schubert Ave., Chicago, Ill.	220, 221
Arthur Kaufmann, 2979 Marion Ave., Bronx 58, N. Y.	632	Sid E. Parker Boiler Mfg. Co., Inc., 2035 E. 37th St., Los Angeles, Calif.	370, 371
Keever Starch Co., 538 E. Town St., Columbus, Ohio	408, 409	Pellerin Milnor Corp., 8000 Edinburgh St., New Orleans, La.	212, 213
Keystone Aniline & Chemical Co., 321 N. Loomis, Chicago, Ill.	522	Pennsylvania Salt Mfg. Co., 1000 Widener Bldg., Philadelphia, Pa.	214
Kisco Boiler & Engineering Co., 2414 DeKalb St., St. Louis, Mo.	318, 319	Phipps & Bird, Inc., 303 S. Sixth St., Richmond, Va.	127
Kleenhamper, Inc., Harris Ave., Greenville, Ill.	672, 673	Pittsburgh Tag Co., 1112 Galveston Ave., Pittsburgh, Pa.	676
Kling "100" Corp., 1827 N. Harlem Ave., Chicago 37, Ill.	623	Pittsburgh Waterproof Co., 2537 Penn Ave., Pittsburgh 22, Pa.	812
H. Kohnstamm & Co., Inc., 83 Park Pl., New York, N. Y.	512, 513	Pre-Marked Strip Tag Co., 3232 India St., P. O. Box 2430, San Diego, Calif.	223
Kordite, Inc., Macedon, N. Y.	677, 678	Procter & Gamble Distributing Co., Gwynne Bldg., Box 599, Cincinnati, Ohio	256
Kwik Kover Sales Co., 410 N. Kedzie, Chicago, Ill.	310	Prosperity Co., Inc., Nichols Ave., Syracuse, N. Y.	550, 551, 552
W. A. Laidlaw Wire Co., Peoria, Ill.	160		600, 601, 602
Lako Chemical Supply Co., 520 N. 37th St., Philadelphia, Pa.	479	Quality Products Co., 5760 W. Grand Ave., Chicago, Ill.	154
		Rassenfoss Bag Co., Inc., 1904 Grove St., Glenview, Ill.	508, 509
		Reliable Machine Works, Inc., 238 Eagle St., Brooklyn, N. Y.	670, 671
		Rema Corp., Ruby St., Norwalk, Conn.	706
		Resilio Co., 2328 W. Nelson St., Chicago, Ill.	359
		Riverside Mfg. Co., 4919 Connecticut St., St. Louis, Mo.	655, 656
		Rosenthal Mfg. Co., 5035 N. Kedzie Ave., Chicago, Ill.	170
		F. H. Ross & Co., 1649 W. Moorehead St., Charlotte, N. C.	224, 225
		I. A. Salomon & Bros., 216 Pearl St., New York, N. Y.	404
		Fred H. Schaub Engineering Co., 2110 S. Marshall Blvd., Chicago, Ill.	514, 515
		Schirmer-Dornbirer Pump Co., 1719 E. 39th St., Cleveland 14, Ohio	530
		Sec-o-Matic Corp., 55 La France Ave., Bloomfield, N. J.	612, 613



FRANK W. LOVEJOY



JAMES L. THANE



HENRY BENOIT



GEORGE P. FULTON



W. M. CANNAN



MARTIN R. GAINSBROUGH

- 10:00 a.m. Call to Order and Introduction of Board of Directors—Willard M. Cannan
Group Singing—Led by Henry Benoit, Vice-President, NID
Invocation
Appointment of Committees
"The Drycleaner's Best Friend"—Willard M. Cannan
"The World and Washington"—Walter Cronkite, CBS
Washington correspondent and former foreign reporter
"The Loud But Lucrative Sport Shirt"—Panel
Ray E. Showell, Westminster Cleaners, Salt Lake City, Utah
Bernard M. Cannan, The Cannan Company, Toledo, Ohio
John Witherspoon, Dupont Laundry, Washington, D. C.
10:00 a.m. Ladies' Bus Tour of City
12:00-6:00 p.m. Exhibit, National Guard Armory
Registration, National Guard Armory
Ladies' Luncheon, Main Ballroom, Mayflower Hotel
12:30 p.m. Open Forum Discussion—"How To Make the Most of the Sport Shirt Business," Room 12-W, National Guard Armory
Moderator: James B. Dalgliesh, Industrial Psychologist, NID
8:30 p.m. International Fashion Show, Main Ballroom, Mayflower Hotel
Presiding: T. E. Milholland, Past President, NID
Presented by the Celanese Corporation: Master of Ceremonies, Dr. W. E. Coughlin

SATURDAY, FEBRUARY 13

- Morning Registration, Statler Hotel
9:30 a.m. Convention Session, Presidential Room, Statler Hotel
Presiding: Walter Duncan, Secretary-Treasurer, NID
Showing of Film—"Selling America Today"



JOHN IRELAND



RAY SHOWELL



GLENN E. JACKSON

*We'll see you in
Washington
Booths 360-361*

**NATIONAL CLEANER & DYER
Starchroom Laundry Journal**

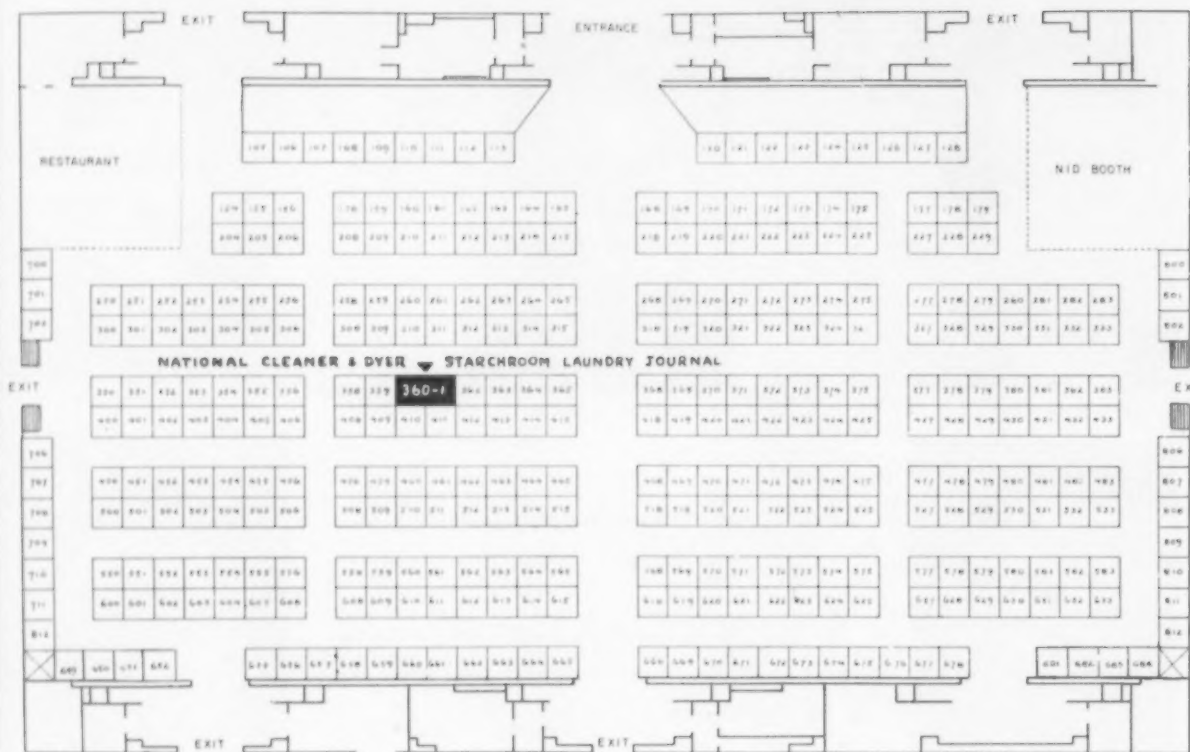
10:00 a.m. "Business—Up or Down?"—Martin R. Gainsbrugh, Chief Economist, National Industrial Conference Board
 "The Answer Is Salesmanship"—Frank W. Lovejoy, Sales and Marketing Executive, Sacony-Vacuum Oil Company; Past President, New York Sales Executives Club
 "Sales Strategies That Have Worked"—Panel
 E. E. Bishop, Bishop Laundry, Dathan, Alabama
 Frank H. Kean, Jr., Kean's Dry Cleaners, Baton Rouge, Louisiana
 James L. Thane, Drive-In Cleaners, Missoula, Montana
 T. E. Milholland, Zenith Cleaners, Dallas, Texas
 12:00-6:00 p.m. Exhibit, National Guard Armory
 Registration, National Guard Armory
 2:30 p.m. Open Forum Discussion—"Salesmanship in Drycleaning," Room 12-W, National Guard Armory
 Moderator: Glenn E. Jackson, Executive Director, Orthopedic Appliance and Limb Manufacturers Association
 3:00-4:30 p.m. Ladies' Cocktail Party, Statler Hotel
 7:00 p.m. Banquet, Floor Show and Dance, Presidential Room, Statler Hotel
 Toastmaster: Ray Staub, Past President, NID
 Master of Ceremonies: Peter Donald
 Drawing for attendance prize of all-expense week in Havana

SUNDAY, FEBRUARY 14

Morning Registration, Statler Hotel
 Convention Session, Presidential Room, Statler Hotel
 Presiding: Henry Benoit, Vice-President, NID
 Showing of Film—"American Harvest"
 10:00 a.m. "A New Dimension in Business"—Dr. George D. Heaton, Member, North Carolina Board of Arbitration; Pastor, Myers Park Baptist Church, Charlotte, North Carolina
 "A New Look at the Charged System"—Panel
 "From the Ivory Tower"—George P. Fulton, Director of Research, NID
 "Through the Cleaning Room Door"—John Ireland, Supervisor of General Course Instruction, NID
 "How It Works Profitwise"—Clarence G. Pierce, Instructor, NID
 12:30 p.m. Final Business Meeting
 Presiding: Henry Benoit
 1:00 p.m. Adjournment
 12:00-6:00 p.m. Exhibit, National Guard Armory
 Registration, National Guard Armory
 2:30 p.m. Open Forum Discussion—"The Charged System," Room 12-W, National Guard Armory
 Moderator: George P. Fulton

LIST OF EXHIBITORS

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
Adco, Inc., 900 Black W. Main St., Sedalia, Mo.	254, 255	Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago, Ill.	659, 660
Adrian Research & Chemical Co., Inc., Elm & Pennsylvania Aves., North Wales, Pa.	281, 282	W. M. Cissell Mfg. Co., Inc., 831 S. First St., Louisville, Ky.	563, 564, 565
Affiliated Laundry & Drycleaning Distributors, c/o E. J. Rutherford & Co., Inc., 2901 N. American St., Philadelphia, Pa.	430, 431	Clary Multiplier Corp., 408 Junipero St., San Gabriel, Calif.	124
Allen & Vickers, 495 Glen Iris Drive, N.E., Atlanta, Ga.	461	Clayton Mfg. Co., 401 N. Temple City Blvd., El Monte, Calif.	510, 511
Alrose Chemical Co., Box 1294, Providence, R. I.	533	Cleaners Hanger Co., 18140 James Couzens Highway, Detroit, Mich.	531, 532
Amber Mfg. Co., 607 S. Union Ave., Los Angeles 17, Calif.	432	Cleaners Sales & Equipment Corp., 201 Washington St., New York, N. Y.	412
American Drycleaner, 21 W. Huron St., Chicago 10, Ill.	523	Cleaning & Laundry News, 370 Lexington Ave., New York, N. Y.	107
American Hatters Supplies, Inc., 9 E. Harrison, Chicago, Ill.	320	Cleaning & Laundry World, 1114 First Ave., New York, N. Y.	211
American Laundry Machinery Co., Ross & Section Aves., Cincinnati 12, Ohio	168, 169	Colgate-Palmolive Co., 105 Hudson St., Jersey City, N. J.	261, 262
American Mothproofing Co., 711 N. Euclid Ave., St. Louis 8, Mo.	460	College Chemical Co., 16 Brooks Park, Medford, Mass.	630
Anderson-Prichard Oil Corp., Liberty Bank Bldg., Oklahoma City 2, Okla.	179	Columbia Appliance Corp., 47-47 35th St., Long Island City, N. Y.	455, 456
Armstrong Machine Works, 816 Maple St., Three Rivers, Mich.	172	Columbia Boiler Co., Pottstown, Pa.	327, 328
Arrow Fastener Co., Inc., 1 Junius St., Brooklyn 12, N. Y.	323	Columbia-Southern Chemical Corp., 632 Ft. Duquesne Blvd., Pittsburgh, Pa.	627
Arrow Mfg. Co., 2924 Terrace, Kansas City, Mo.	312	Comet Envelope & Paper Co., 5 E. 17th St., New York, N. Y.	628
Automatic Launderer & Cleaner, 703 Spring St., N.W., Atlanta, Ga.	631	Cook Machinery Co., Inc., 4122 Commerce, Dallas, Texas	308, 309
W. P. Ballard & Co., Seventh & I Sts., S.W., Washington, D. C.	413	Cravenette Co., U. S. A., Eighth & Madison Sts., Hoboken, N. J.	222
Benda Products, Inc., 120 Potter St., Cambridge, Mass.	420	Cummings-Landau Laundry Machinery Co., Inc., 305 Ten Eyck St., Brooklyn, N. Y.	560, 561
G. H. Bishop Co., 1600 Foster St., Evanston, Ill.	113	Darco Dept., Atlas Powder Co., 60 E. 42nd St., New York, N. Y.	270, 271
Bock Laundry Machine Co., Factories Bldg., Toledo, Ohio	163	Davies-Young Soap Co., 705 Albany St., Dayton, Ohio	518, 519
Boiler Engineering & Supply Co., Inc., Manavan St., Phoenixville, Pa.	471, 472	Davis Specialties, 1600 Foster St., Evanston, Ill.	111
Boston Clip & Tag Co., 48 Grove St., Somerville, Mass.	210	Detrex Corp., Box 501, Detroit, Mich.	555, 556
Bowser, Inc., 1302 E. Creighton Ave., Fort Wayne, Ind.	379	Dicalite Div., Great Lakes Carbon Corp., 612 S. Flower St., Los Angeles, Calif.	421
Butler Mfg. Co., 7400 E. 13th St., Kansas City, Mo.	268, 269	Dow Chemical Co., Midland, Mich.	125, 126
Caled Products Co., Inc., Brentwood, Md.	158, 159	E. F. Drew & Co., Inc., 15 E. 26th St., New York, N. Y.	381
Capital Poster Service, 307 Canal St., New York, N. Y.	477, 478	Dryco Corp., 1600 Foster St., Evanston, Ill.	112
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Sellers Engineering Co., 4876 N. Clark St., Chicago, Ill.	424, 425
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Snag-Pruf Corp., 525 W. 52nd St., New York, N. Y.	283
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Speedy Washer Mfg. Co., 5700 N. W. 35th Ave., Miami, Fla.	708
Spix Products, 119 Dahlem St., Pittsburgh, Pa.	573
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Stamford Chemical Co., 60 Spruce St., Stamford, Conn.	661
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U. S. Hoffman Machinery Corp., 105 Fourth Ave., New York, N. Y.	164, 165 410, 411 800, 801
United Vacuum Appliance Corp., 150 S. Central Ave., Cannonsville, Ind.	110
Universal Match Corp., 1501 Locust St., St. Louis 3, Mo.	450
Valley Sales & Service, Box 65, Dayton, Va.	629
Vic Cleaning Machine Co., 1313 Hawthorne Ave., Minneapolis, Minn.	227, 228
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L. A. Young Spring & Wire Corp., 9220 Russell St., Detroit, Mich.	521
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Company

City State

Alkalies

... what they are, how they work,
and how to use them in the washwheel

By HENRY MOZDZER

ALKALIES play an important role in the laundering operation, since soap and water alone will not perform a satisfactory job of soil removal.

Besides having the ability to decrease soap-destroying water hardness, alkalies increase the wetting action of a solution and can convert certain insoluble stains, such as those caused by fats and greases, into soluble substances—in this case, soap.

In addition, sodium metasilicate, orthosilicate and sesquisilicate—loosely referred to as the "silicates"—have "buffering" and "colloidal" characteristics which are not apparent in the older types of alkalies.

A buffer is simply a chemical which has the ability to keep a constant pH in solution despite changes in concentration brought about by dilution or neutralization. (More about pH later.) A chemical that holds very finely divided, insoluble particles of soil in suspension so uniformly that they appear to be in solution is said to possess colloidal properties.

Perhaps one of the most important uses of alkali in the laundry operation is to "build" soap to reinforce it against decomposition when it comes in contact with acid soil. Alkalies are used because to a greater or lesser degree they all have the ability to neutralize acids.

Neutralization here simply means to change an acid or an alkaline solution to a neutral condition. This is accomplished in the following manner:

When an alkali is dissolved in water, a part of it becomes ionized. That is, it becomes chemically active; it gives off hydroxyl ions. The stronger the alkali, the greater its chemical activity and the greater the number of hydroxyl ions given off.

A hydroxyl ion (chemical symbol OH^-) is nothing more than an atom with a negative electrical charge. It is the direct opposite of a hydrogen ion (H^+) which carries a positive electrical charge and is released by acids in solution. Laundry practice has shown that a proper concentration of hydroxyl ions produces maximum soil-removal action.

Absolutely pure water is a neutral solution and contains an equal number of hydrogen and hydroxyl ions. It is

neutral because there is a balance between the positive and negative electrical charges. When acid (which may be in the form of perspiration-soaked garments) is introduced into solution the balance is upset. Acids tend to remove some of the hydroxyl ions and build up a hydrogen concentration. By the same token, alkalies remove some of the hydrogen ions and build up a hydroxyl concentration.

The type and amount of acid or alkali, and the temperature of the water all influence this chemical activity which is measured as

pH

The term pH stands for "potential Hydrogen." A pH scale is used for expressing the *intensity* of an alkali or acid in solution. Since there are many types of acids and alkalies, the scale provides a convenient method of describing their relative strength. For example—hydrochloric acid can dissolve iron; its pH is around 1. Boric acid is mild enough to use as an eye-wash; it has a pH of about 5.

The scale runs from 0 to 14. If a

Table 1

Color	Indicated pH	
	0.0	10,000,000
	1.0	1,000,000
	2.0	100,000
Red	3.0	10,000
Orange Red	4.0	1,000
Orange	5.0	100
Yellow	6.0	10
Yellow Green	7.0	Neutral = (Pure Water)
Green	8.0	10
Green Blue	9.0	100
Violet	10.0	1,000
Red Violet	11.0	10,000
	12.0	100,000
	13.0	1,000,000
	14.0	10,000,000

According to A.I.L. research a pH of 5.0 indicates the removal of all alkali, and extractor water should therefore not test higher than that for most classes of work. In the case of white starched work, including shirts and collars, where a slightly higher acidity may be required, the pH should be slightly below 5.0.

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solution is neutral, it has a pH of 7. Acid is measured from 7 to 0 and the lower the number the greater the intensity of the acid. Alkalies are measured from 7 to 14 with the higher numbers indicating the strongest "alkali pressure" or activity.

The relation between one number on the scale and the next is tenfold. An alkali with a pH of 9 is ten times stronger than one with a pH of 8 and ten times weaker than one with a pH of 10.

There are half a dozen ways to measure the pH of a solution, but those most commonly used are the "color indicator" and the "paper strip" methods.

Color indicators are dyes that change color in acid or alkaline solutions. Each change occurs at a definite pH. The solution is placed in a test tube and a drop of indicator is added. The color in the tube is then compared with a standard color chart. The method is widely used, fairly accurate and relatively inexpensive. It is not suitable for colored liquids (such as dye solutions) and murky solutions may cloud the color. Also, some bleaches destroy it.

The paper strip method employs strips of litmus paper which are dyed by indicators. The strip is dipped into the unknown solution and the resulting color on the strip indicates the pH. Some paper strips give readings through the entire pH range, while others are adaptable to only a portion of the scale. The latter are more accurate. All things considered, the strip method is less accurate than other methods but still satisfactory. Other advantages include speed and low cost.

Still another method employs electrodes, the principle being that the potential of the electrode varies with the concentration of hydrogen ions in the solution. This setup requires rather expensive apparatus, considerable skill and care in operation, and therefore is not the most practical method for drycleaning plants.

Using pH Readings

Normally, pH readings are taken to test the suds, bleach, sour and blue baths in the washing formula. Recommended readings are as follows: for the suds bath 10.8 to 11.6 (depending on the alkali used); bleach bath 10.2 to 10.5; sour and blue bath 6.2 to 6.8 (no starch) and 5.0 to 4.6 with starch. Try to keep within these limits. Extreme pH values cause woolens to shrink, silks to become harsh, and fugitive colors to fade. A pH of 12 will start tendering action on cotton and linen goods.

Table 2

Effect of Alkalinity of Softened Water on pH and Active and Inactive Alkali Content of Suds Bath								
Water Tested		Soap-Builder Solution (Washwheel Concentration)						
City	Inactive Alkali Content	Builder	pH	Active Alkali	Inactive Alkali	Total Alkali	Ratio Active to Inactive	
Boston	2	A	11.2	21	6	27	3.5	to 1
Chicago	13	A	11.0	26	12	38	2.1	to 1
Sioux City	54	A	10.2	29	50	79	0.6	to 1
Boston	2	B	10.5	24	24	48	1	to 1
Chicago	13	B	9.9	28	31	59	0.93	to 1
Sioux City	54	B	9.5	30	70	100	0.43	to 1
Boston	2	C	9.8	20	33	53	0.6	to 1
Chicago	13	C	9.4	23	41	64	0.56	to 1
Sioux City	54	C	9.2	24	81	105	0.3	to 1

The above table clearly shows how the alkalinity of the softened water not only decreased the pH of the solution, but also changed the ratio of active to inactive alkali. This change affects the cleaning efficiency as well as supply usage and cost.

On all classes of work, the alkalinity should be greatest during the break operation and from there on the alkalinity of each succeeding bath should be somewhat less than that of the one immediately preceding it.

By maintaining the proper alkalinity during the various baths maximum soil removal is obtained at minimum cost. The following figures, for example, show the effect pH has on the amount of soap required to wash 90 pounds of clothes:

pH	Soap required
9.6	1.2 pounds
10.0	1.0
10.6	0.8
11.3	0.6

In conjunction with costs, it should be remembered that small amounts of stronger alkalies are more efficient and more easily rinsed out than large amounts of weaker alkalies.

The proper choice of alkali is a study itself. The shirt laundry operator will have to rely on his own good judgment and the advice of soap salesmen.

The importance of pH measurements should not be disregarded. But since they merely indicate the intensity of alkali or acid present they do not give the complete picture.

As mentioned earlier, when alkali is dissolved in water only a part of it becomes chemically active. The remainder is inactive and has no value as a detergent. In fact, it is actually a handicap in the washing operation since its presence in abundance may require additional rinsing and souring for removal.

Sometimes inactive alkali occurs in the normal water supply in which case its presence is referred to as "bicarbonate alkalinity." This condition is particularly prevalent in the Middle West and Southwest. It is not removed in the water-softening process.

To counteract inactive alkali, additional alkali with a relatively high active alkali content must be used else the action (or rather inaction) of the inactive alkalinity will be increased rather than decreased. The amount to use can be quickly and most effectively determined by

Titration

Titration is the chemical method used to determine the amount of active and inactive alkali present in a washing solution.

Titration tests are generally taken on the first suds, the last rinse before souring, and in testing water for bicarbonate alkalinity.

In running an alkali titration, it is only necessary to measure the amount of standard acid required to neutralize a known quantity of the washing solution. The point at which neutralization is complete is indicated by a color change in the solution. Indicator phenolphthalein indicates active alkali and methyl orange indicates inactive alkali.

Taking, say, 25 cc. of a washing solution, three drops of each indicator are added to the solution. Then normal hydrochloric acid of known strength is added with a calibrated medicine dropper counting the number of drops needed to turn the pink color of the solution to yellow. (The phenolphthal-

Fewer wet cleanings—less spotting with no greying or dulling of colors



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Try this quick soil removal and whiteness retention test!

SOILED RAYON

Place in jar with Alrolene and
shake vigorously.

UNSOILED COTTON

SOILED RAYON

Place in jar with ordinary detergent
and shake vigorously.

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Soil Redeposition

* Alrolene 65 for synthetic systems
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ALROLENE, the unique detergent, introduces the proper amount of detergent and moisture into your washer whether used as batch or charge soap. That is why Alrolene can reduce wet cleaning and spotting with no loss of whiteness or brightness . . . without causing filter or still problems . . . without discoloring your solvent.

Save time and money by trying this simple test. All you need are two soiled rayon swatches, two unsoiled white cotton swatches and two jars with covers. Place solvent (4 to 8 ounces) in both jars. Add a few drops of Alrolene to one and twice as much of your ordinary charge or batch detergent to the other. (You can use more Alrolene if you like, but the results will be the same as with only a few drops.)

Place a soiled swatch and an unsoiled swatch in each jar and shake vigorously for a few minutes. Examine the swatches and you will see that in the jar with ordinary deter-

gent the soiled swatch is still very dirty and the small amount of soil removed was picked up by the cotton swatch. In the Alrolene jar, the dirt is properly removed from the soiled swatch and the large amount of removed soil is held off the white swatch by the amazing suspending powers of Alrolene. The white cotton remains white.

Soiled swatches will be sent to you with your initial order. Why not run these in your washer and in a jar! You'll be more than pleased with the results and amazed at the performance of Alrolene.

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ein would have turned the solution pink if active alkali were present.) This indicates the amount of inactive alkali present.

From this point, more acid is added to the same solution drop by drop until the color change is reversed from yellow to pink. This indicates the amount of active alkali. The number of drops added is the titration of the bath. Adding the two gives the total amount of alkalinity in parts per million. Testing equipment and instructions may be obtained from almost any supply house.

It is recommended that the first suds should increase the total alkalinity to at least 600 or 700 p.p.m. over that of the tap water used. The total alkalinity in the break operation should not exceed 1000-1100 p.p.m.

How Many Rinses?

Titration is also used to determine the number of rinses needed in the washing formula. Rinsing is generally considered sufficient when the total alkalinity is equal to, or not more than twice the titration of the tap water where there is a high bicarbonate content. For best results the load should be rinsed still further to $1\frac{1}{2}$ times the titration of tap water.

These suggested standards do not apply in areas where the tap water is on the acid side. If this is the case then the number of rinses necessary is estimated by considering the weight of the load and the height of the rinses.

Summarizing, the washing process may be regarded as a series of chemical reactions. Beginning with the suds operation, soap and alkalies are added to put the contents of the washer on the alkaline side. Rinses are then introduced to dilute the supplies to the point where the alkali concentration is about the same as that of the tap water. Experience has proved that "normal alkalinity" could cause shirts to turn yellow when activated by the heat of finishing equipment. Therefore, it is necessary to sour the load and bring it over to the slightly acid side to insure a top-quality job. (See NATIONAL CLEANER & DYER, December 1953, page 56.)

Titration and pH values when used collectively with maintained water levels are important to determine and insure efficient washing operation. #

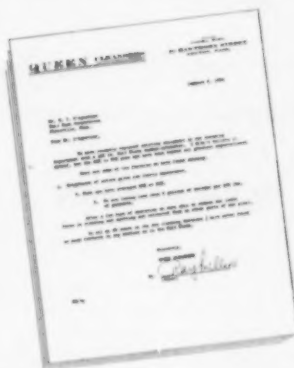
Next month's article in the shirt laundering series will give hints on starching procedure.

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IT'S NO SECRET that Swift is both a drycleaning plant and an outlet for rentals and custom-made apparel. Men's wear retail store, now in planning stage, will occupy area at right of building

Formal Wear To Hire

Rental and new suit sales make substantial sideline for enterprising New Jersey cleaner

By PHIL GREENE

AFTER THE WAR Arthur Donaldson, a former allied trades supplies salesman, with another allied tradesman as partner, got into the drycleaning business. They bought a desirable plot in Fairlawn, New Jersey, a suburban community about 15 miles from New York City, built a drive-in themselves, called it Hyway Swift Cleaners, and started cleaning clothes.

After a couple of years Mr. Donaldson bought out his partner and kept building up the business. Volume made satisfactory progress, and about two years ago he figured that he could use something else to sell.

Slow-Season Filler

In selecting his sideline he first analyzed his needs and his market. He wanted not only profits, but something that would fill in the inevitable slack drycleaning periods but yet not require too much time when the plant was rushed.

The market consists of a sizable suburb in an area where population is growing quickly. A good many of the local residents are middle-class people. Swift is next to a school, close to several others. A formal-wear rental business sounded good, especially as

there were no nearby competitors.

It seemed logical that sales of men's suits and coats would fit in, too, as the tailors who would make the suits would also handle necessary alterations of the formal rentals.

As the custom tailoring required

no large immediate capital outlay, Mr. Donaldson displayed signs for the custom service prominently in the store, advertised it, and hoped for the best. He had one tailor who had been with the plant since it opened.

(Continued on page 124)



WINDOW CLOSEUP shows ads painted on glass. Mr. Donaldson hired a local truck painter to do job. Christmas decorations behind center pane were purchased from window display house

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A. It may happen as you say. But perhaps you dry longer in the separate unit and circulate more air. Some recovery tumblers are bigger than a washer which is rated to handle the same quantity of garments. Thus a cleaning machine washer holding 30 lbs. of garments is often smaller than a 30 lb. recovery dryer. Probably you can obtain the same recovery in either drying recovery operation if the closed machine operation is continued a few minutes longer. Of course, the separate recovery tumbler does increase overall production, but garments must be transferred from one machine to the other.

Q. The water flowing from the condenser of my recovery tumbler is cold this time of year. Is it all right to cut down the flow of water so that the outflow will be warm?



A. The water supply should be cut back so that the outlet water is about 95 to 100°F. If the water is very cold, you not only waste water, but the condenser may "sweat." This sometimes causes corrosion or rusting of the metals directly around the condenser. We suggest that two valves be installed on the water supply line to the condenser. One valve should be used as a shut-off valve, and the other as a regulator to provide the right amount of water. The regulator valve setting should not be changed except seasonally.

Q. Should the end of the steam line used for steam sweeping be between the steam coils?



A. No. The end should be above the normal bath level. Before using steam sweeping the still should be boiled down a short time until distillation is slow. If you release live steam below the surface of the bath, you are steam stripping. This may cause foaming. Our bulletin S13-1053 describes a satisfactory steam sweeping installation.

Q. I've heard that you occasionally publish data on the various cleaning equipment available. I'm thinking of installing a 100 lb. load capacity cleaning machine and would appreciate having this information.



A. You probably refer to the special equipment issue of our publication, "Modern Drycleaner." Every two years we devote its pages to a presentation of some of the drycleaning machines and recovery tumblers currently available. Since this issue is published as a service to drycleaners who may be planning the improvement of their facilities, we will be happy to add your name to our mailing list. You will shortly receive Vol. 19, No. 1—the new 1954 equipment issue of the "Modern Drycleaner."

Note to drycleaners: If you aren't on our mailing list and would like a personal copy of Vol. 19, No. 1, just write to: E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Department, Drycleaning Service, Wilmington 98, Delaware.

DU PONT "PERCLENÉ" PERCHLORETHYLENE CLEANING FLUID

You get fast, sure dry cleaning at lowest possible cost with Du Pont "Perclene" Perchloroethylene. This top-quality solvent is made especially for the industry by the pioneer manufacturer of synthetic solvents for dry cleaning. Widely used throughout the trade, it combines non-flammability and high purity with the effectiveness you need to meet all demands of modern cleaning.

Du Pont Dry Cleaning Service

As always, Du Pont is ready to help you with all phases of your cleaning program. We'll be glad to show you how to get the most from your dry cleaning unit . . . how to maintain maximum efficiency. Having pioneered the field of dry cleaning solvents, we're in an ideal position to pass technical "know-how" along to you. Just get in touch with your Du Pont "Perclene" Distributor for this expert service, or write to: E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Department, Wilmington 98, Delaware.

THE SIGN OF QUALITY DRY CLEANING



Ask your "Perclene" distributor how you can display the Du Pont decal to help you build customer confidence



Better Things for Better Living
... through Chemistry

these
build
bigger
business!



Protect your customer's clothes by delivering them in smart-looking International Garment Bags. And on their way, your name and message printed outside the bag will be seen and remembered by prospective customers as well. Build your business and goodwill with inexpensive, eye-catching International Garment Bags. Your regular dealer can supply you.


International Paper COMPANY
SOUTHERN KRAFT DIVISION
220 East 42nd Street, New York 17, N. Y.

(Continued from page 120)

It turned out that word-of-mouth advertising is by far the most important for a custom business of this type. With a special effort to satisfy the first few customers, the sideline caught on. A second tailor was added a couple of months later, and last year the two of them made about 100 suits. Prices start at approximately \$100.

These men do not devote all of their time to custom work. Over 50 percent of it is given to minor and paid repairs.

A second and somewhat lower-

priced new-garment service is offered. The customer selects his fabric from a swatch, his design from a style book, and the specifications and his measurements are sent to a clothing factory which makes up the suit. Swift also sells suits and coats for women, but specializes in severely tailored, "mannish" styles.

About a year ago when the success of the custom sideline seemed assured, Mr. Donaldson started the rental business with the purchase of 50 suits. This number was obviously not going to be enough for any kind of a sizable business, but you have to

start some place. The suits cost about \$44 each.

Now Swift has 700 suits, and can handle just about any demand for formal wear. Tuxedos in the shawl and double-breasted types are, of course, the big item, but selections of full-dress, cutaway, stroller and summer suits are available. The plant charges \$7 for a double-breasted tux, \$9 for a summer formal, and \$10 for the other types. There is a \$10 deposit on any of them.

Besides suits, the plant carries formal shirts, shoes, studs, and ties of various types. Shoes and shirts bring a \$1.50 charge each. Shoes seem an unlikely rental item, but Swift has found that it needs 300 pair. Total inventory in rental wear is now in the neighborhood of \$25,000.

The biggest draw on the service comes when the local high schools hold formal proms. It is sometimes necessary to send out for additional suits on these occasions. Weddings are another lucrative source of business as the average wedding rental is five suits.

In the relatively short time Swift has been renting, this service has worked very well to even out some of the peaks and valleys of volume fluctuations. There is practically no call for the service during Lent, while the cleaning plant is swamped. June is, of course, a big month for dances and weddings, and cleaning has dropped off a bit. July is slow for rentals, August is dead, and there is a steady pickup as the fall and winter seasons get under way. There is a flurry before Lent and a strong increase after Easter.

Selling the service has not been hard. To call attention to it the plant uses a monthly ad in a shoppers' newspaper and a huge poster-type picture painted on a call-office window.

A gimmick for school dances has worked like a charm. Shortly after the service was started, Mr. Donaldson learned about a dance coming up. One of his part-time girls who attended the school offered to try to drum up some business. Mr. Donaldson offered her 10 percent of whatever she brought in. The girl made herself \$100 on that one dance. Now the plant has four boys in the school on the same deal, and Swift gets practically all of the high-school rental volume.

The service has had a definite effect on drycleaning sales, and is building its own future at the same time. The rental customers get a good look at the plant and often become drycleaning customers, too. On the rental side, many of the high school

TIME'S SHORT— BUT YOU CAN STILL *Profit from Storage Vault Operations* THIS YEAR!

Do you need Storage Vault Equipment for this season? Equipment to bring your present vault to maximum capacity . . . or are you planning to expand your storage vault area? If so—CALL A HAERTEL MAN TO HELP YOU PLAN! Time IS short, but each season we anticipate last minute rushes and we can make immediate delivery of whatever equipment you may need.

If you are not now in the Fur and Garment Storage Business but have been thinking about it, we again say—"Call a Haertel Man to help you plan." He can give you on-the-ground answers to questions such as the adaptability of available space; type of construction and insulation; size for profitable operations and the capital investment required. It's the trend, you know, and this profitable business fits so well into the operations of a Dry Cleaning Plant. With Haertel Units you may start small and expand.

Write today. We'll help you all the way from initial planning to profitable operations.

WALTER HAERTEL COMPANY

2840 Fourth Avenue South

Minneapolis 8, Minnesota

WALTER HAERTEL COMPANY,
2840 Fourth Avenue South, Minneapolis 8, Minnesota

Without obligating us, have your representative call at his earliest convenience.
Send us your booklet "Turning Space into Profit."
Send us your advertising and supply catalog, "Haertel Business Builders."

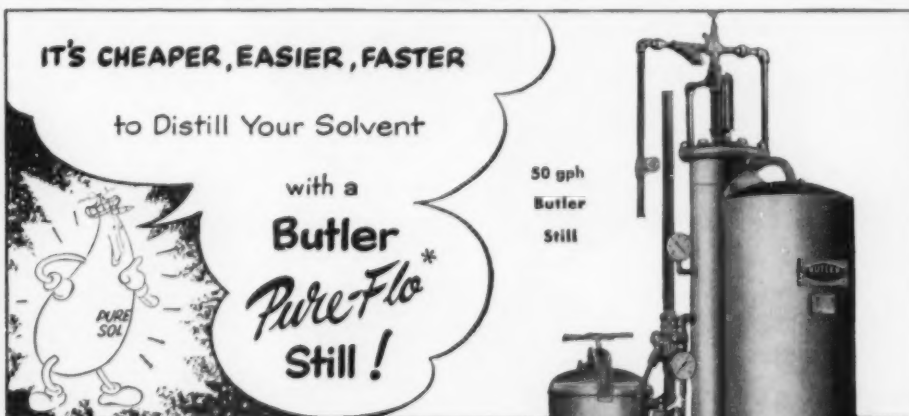
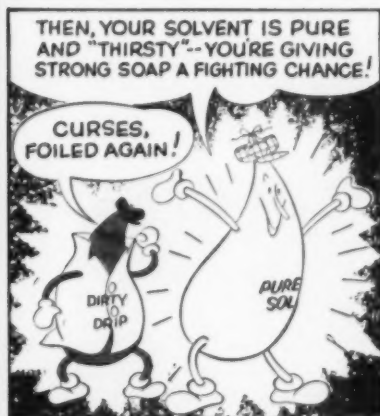
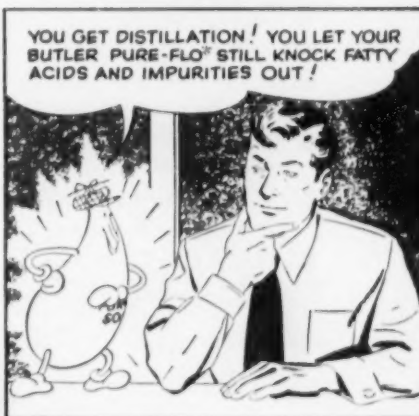
Name

Address



DISTILLATION

**GIVES STRONG SOAP
A FIGHTING CHANCE**

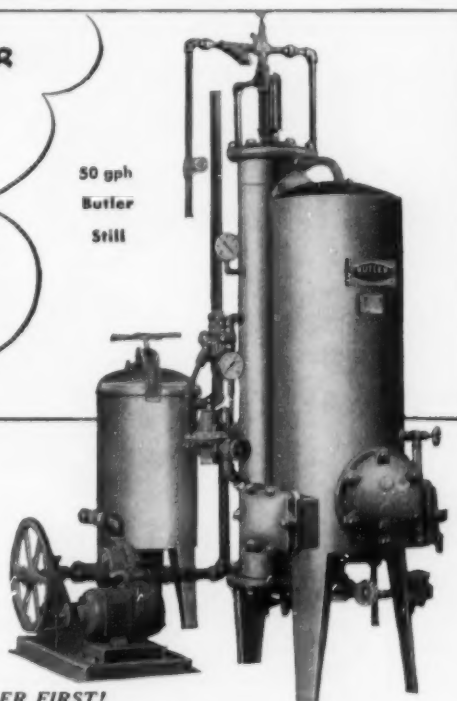


Cheaper . . . Only 1/10 of a cent a gallon to distill solvent with your Butler Pure-Flo* Still!

Easier . . . Automatic controls do the job for you . . . automatic temperature, heat and solvent feed controls!

Faster . . . You use any soap or soap formula. You do more cleaning in washer. Get more out of all equipment -- faster!

Don't assume your solvent's okay -- find out! Write Butler Manufacturing Company to have a Butler representative test your solvent in your own plant.



No matter what cleaning equipment you need--CALL BUTLER FIRST!

BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri

Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment • Cleaners Equipment • Special Products
Factories located at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Minneapolis, Minn.

Dry Cleaners All Over The Country — Say

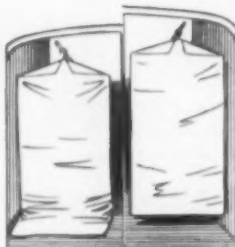
"Call Montpelier First"

They can help you choose the right kind of
delivery body—designed for YOUR needs"

**MONTPELIER DELIVERY VEHICLES
DESIGNED FOR THE DRY CLEANER**
Montpelier Offers YOU

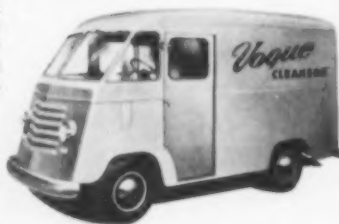
- **MORE DRIVER COMFORT**
Curb height step. Comfortable seating.
Better driver relation.
- **GREATER EFFICIENCY**
More head room. Easier handling.
- **MORE FLEXIBILITY**
Adaptable to any type of loading.
- **MORE PAY LOAD**
Carries more. Earns more.
- **MORE ECONOMY**

**GIVES YOU EXTRA HEIGHT
FOR THOSE LONGER GAR-
MENTS TO IMPROVE YOUR
CUSTOMER'S SATISFACTION.**



This Model 405 SIDE AISLE unit recently exhibited at National Institute of Cleaning & Dyeing, Cleveland, Ohio.

MONTPELIER SIDE-AISLE Models available in 4 sizes on chassis of 1/2 ton and larger.



MONTPELIER URBAN MODELS available in 3 sizes.

for Full Information
Phone, Wire or Write Today

PLEASE SEND ME ADDITIONAL
INFORMATION ON ABOVE DELIVERY TRUCKS.

NAME _____
ADDRESS _____
CITY _____ STATE _____

MONTPELIER MANUFACTURING COMPANY
SPECIALIZED MOTOR VEHICLES
MONTPELIER OHIO

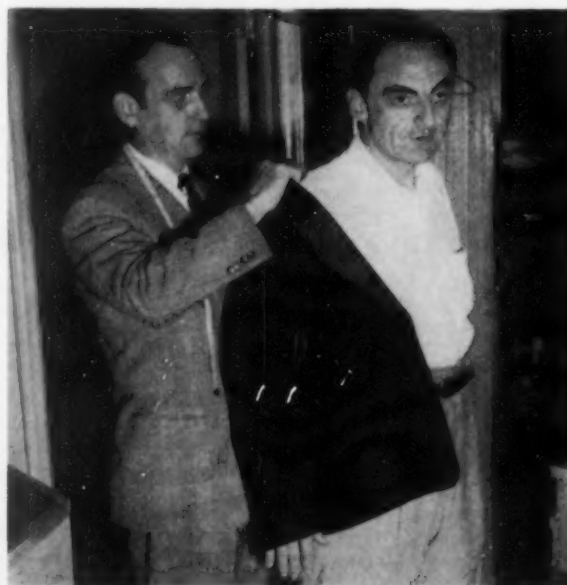


SWIFT SUPPLIES EVERYTHING but the girl, socks and underwear for a formal evening. Outfit displayed here includes shawl tuxedo, cummerbund, shirt, tie, studs and shoes. Charge for all: \$13

seniors marry within a few years after graduation. If the wedding is formal, Swift usually gets the business.

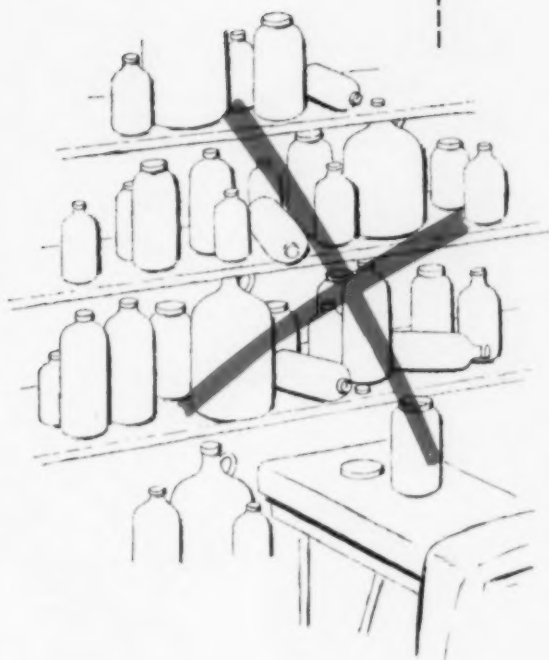
Mr. Donaldson hasn't as yet tried to break down his costs, but plans to soon. He believes, on the experience of other renters, that the suits will be usable for 75 wearings. In six or seven orders he has earned back the original cost. With an average income of better than \$9 per single order he can't be doing too badly.

The next extension of the rental and custom business is now in the planning stage. Mr. Donaldson hopes to build within the next two years a retail men's wear store at the side of the present building where a section of the parking lot is now. It should serve successfully to round out a complete men's apparel service. # #



FIT OF JACKET is checked by Arthur Donaldson (left). Cuff alteration is necessary in most cases

Do 90% of your spotting
with this one great spotter



Use **TarGo**—full-strength for "problem" stains, half-strength as general "paint, oil, grease remover"—to take out . . .

- LIPSTICK • AIRPLANE DOPE
- OXIDIZED OIL and GREASE
- WRITING, MARKING and BALL PEN INKS
- LEATHER • GRASS • TAR
- LACQUER • PAINT • PITCH
- SHOE POLISH • NAIL POLISH
- CEMENT • TANNIN and other stains

You don't need a "medicine chest" collection of spotting preparations when you use **TarGo** because it's a *specific* for 9 out of every 10 stains. Different from ordinary spotters, **TarGo** has a penetrating super-solvent action that readily knocks out the really tough stains...takes out average stains twice as fast with half the effort. And it's wonderful for lipstick and ball pen ink loads, working equally well in both conventional and charged solvents. Try **TarGo**...see how it helps you do a better job of stain removal, cuts your spotting time way down, too.

There's no substitute for



...and still the best!

Order **TarGo** from your jobber

A. L. WILSON CHEMICAL CO.
KEARNY, N. J.



QUICK LOCATION of winter-stored drycleaning orders. Relay man first looked up rack position in office files; then goes directly to Section D, tier 14, bundle 100

Deferred Delivery Runs Smoothly

with efficient ticket and vault-rack
system for summer-stored drycleaning

LOST RECEIPTS and midseason calls for stored garments create no crises at the Model Laundry Company, Cincinnati, Ohio, where the control and handling of deferred delivery is done with a minimum of paper work and a maximum of efficiency.

The system, set up after careful study, has proved practically fool-proof, according to Model's president, Henry A. Marks. And it has successfully met the toughest test of all: It functions smoothly in a heavy-volume operation.

Model's deferred-delivery service entails the drycleaning, and storage from April 25 to October 31, of non-fur-trimmed clothing, blankets, drapes and slip-covers. Deferred-delivery work originating at any of the company's six plants is transferred to a single storage center, where partial facilities of a vault with a 50,000-garment capacity are utilized.

In devising its system, Model's management kept two main goals in mind: **First, the paper work involved had to be simple**, for complicated records consume valuable time and also tend to result in errors on the part of employees. **Second, storage should be so efficient that a given garment could be located in a matter of a few minutes.**

The Model system meets both requirements. To start, let's take a look at the paperwork procedure. A three-carbon, nine-part ticket comprises the total records kept on each deferred-delivery bundle. The original and two copies each contains the ticket and an attached stub, the fourth carbon copy has, in addition, an attached "storage recall" stub.

When a driver picks up the articles to be cleaned and stored he fills out the storage receipt in quadruplicate by inserting the plant symbol,

customer's name and address, the date, the route, and a brief description of the items on the top copy of the ticket. At the same time, he also fills this information in on the storage department stub and its carbon copies.

These eight forms are kept by the driver. The ninth part of the ticket, the storage recall stub, is given to the customer as a receipt. It bears the same serial number as that on the company's records, and the customer is told to return it when recalling her deferred-delivery order.

The garments are then taken to the driver's home plant where a clerk removes one part of the ticket, the plant stub, and files it alphabetically under the customer's name. This is the plant's record of the receipt of the bundle.

Alphabetical Checks

Next, deferred-delivery bundles are transferred with the remaining seven parts of the ticket to the storage center, where they are temporarily kept in the vault to await cleaning. After they are cleaned, they are placed in their permanent vault locations. The location number is then added to the storage-department copy and storage-department-stub parts of the ticket, and taken to the office for filing. One of these is filed alphabetically, the other numerically.

Since so many customers lose or misplace their receipts, the alphabetical filing serves as an important safeguard. There can be no difficulty in finding a garment, since either the re-



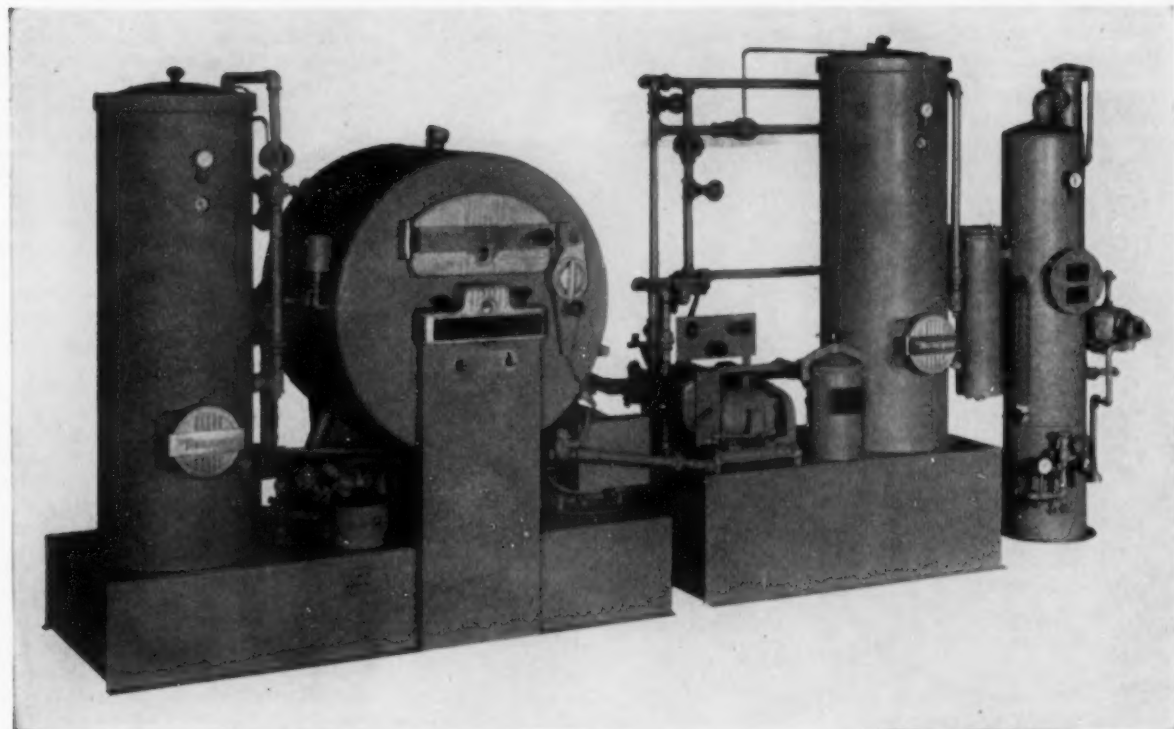
STORAGE RECEIPT has nine parts; the storage recall stub attached to the fourth carbon is the customer's receipt

4% SSS

TWO-BATH METHOD

No transfer of fabrics

Filter-Rinse Tank,
and / or Still, may be
piped to any size or
model Mercury Unit
now in use.



For use with 140°-F or Stoddard Solvent.

After normal cycle with 4% SSS in washer-extractor, clear solvent is pumped into (and out of) washer-extractor housing from filter-rinse tank. Simple push-pull valve controls. Continuous or Batch-Rinse, as desired.

Complete cycle of 4% SSS operation, and rinse-bath, is from 30 to 40 minutes per load. The 50 GPH still at far right (optional), is for clarification of rinse solvent only. Total floor space required: 3 ft. x 12 ft., with still; various units may be relocated to fit your cleaning room.

Moisture may be added through soap cup on left of washer housing; or through standard automatic moisture control devices.

Booth Numbers 418 and 419 at N.I.D. Convention



Mercury Cleaning Systems, Inc. — 1817 Benson Avenue, Evanston, Illinois

Pictured above is Mercury 48 - lb. washer - extractor with back-wash filter, piping and storage tank. Also rinse-tank with back-wash filter, piping and motor driven pump, and 50 GPH vacuum still with separate motor driven pump.

\$5625.00

(complete)

Also available in 36-lb. size, at lower cost.



Phone: Davis 8-0710

ceipt serial number or the customer's name is sufficient information.

At this time, one other part of the ticket is also removed from the bundle. It is sent to Model's general office for record purposes, where it is kept on file for five years.

When a customer wants her deferred-delivery order, it is taken from the vault and sent to the home plant for delivery. Here the plant billing stub is removed from the ticket and used to charge the driver with the sale. One more copy of the transaction is removed and destroyed, leaving only two remaining parts to the ticket:

the customer's copy, which is left with her as a receipt, and the route or branch-office stub, which is kept by the routeman as his record, in place of a driver's charge sheet. Thus, one compact nine-part ticket has served to control the deferred-delivery storage every step of the way.

Placement on Storage Racks

But what about the actual handling of the bundles? Model's method of locating garments in their permanent vault positions is perhaps the biggest factor in the efficiency of the operation. Here's how it works:

The vault is divided into alphabetical sections, and each tier in the section is given a number. After a garment is cleaned it is placed in the vault in the next vacant position and three identifying symbols are marked on its ticket: the section letter, the tier number, and the number of its position on the rack. Each tier holds 100 bundles, so that a garment marked A2-33, for example, would be found as the thirty-third bundle in the second tier of the first section. All the relay man at the storage center has to do when a garment is required is look up its location in the office file, and go directly to that section of the vault.

The main advantage of this system over those which position garments by serial number or date of receipt is its simplicity, according to plant personnel. It has been their experience that garments are likely to be difficult to locate, or misplaced entirely, if they are put in pre-assigned positions as they come in. By simply placing each bundle in the next vacant spot on the rack regardless of its number, then keeping a record of that position, confusion is eliminated.

Nor is it ever necessary to rearrange the garments once they are hung, as it is in some serial-number systems in which the tickets distributed to the drivers come back to the plant irregularly. At Model each bundle is in one permanent position. Whether the customer recalls her storage at the end of the season or in the middle of the summer, it can be located in a very few minutes.

For end-of-the-season deliveries, Model has adopted a system it considers the most efficient and least time-consuming. It is based on the fact that the great majority of deferred-delivery customers are also laundry customers, whom the routemen see regularly in picking up and delivering bundles. Hence any necessary reminders to recall storage are handled by the drivers rather than by telephone or mail.

On October 20 each driver supervisor goes through the plant files and makes a list of any bundles that have not as yet been recalled. He passes this list along to the men under his supervision. Each driver in turn asks the listed customers on his route whether they wish to leave the articles in storage for a small additional fee or want them delivered.

From pickup to delivery, Model's methods of handling this storage operation have been smooth-running and efficient. So successful has the service been that company executives are now planning to extend deferred delivery to the winter season. Summer articles will be cleaned and stored under this same system of control. # #

THIS *FREE* COUNTER DISPLAY

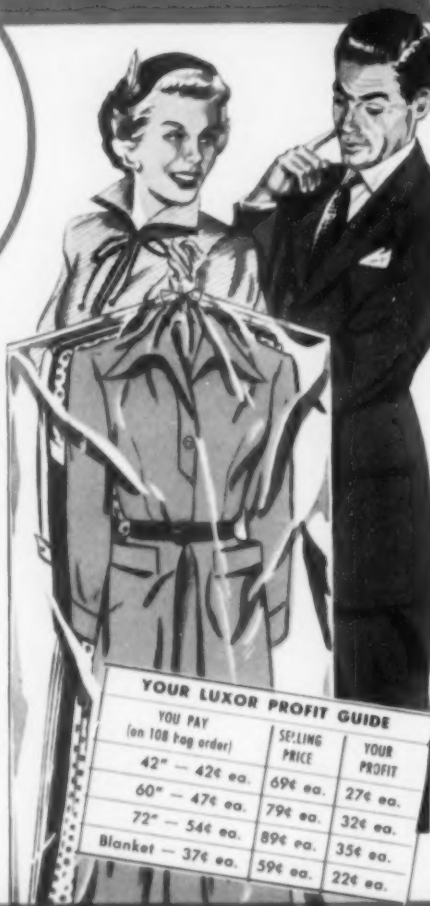


**Helps you to make
OVER 60% PROFIT**
on every sale of
**LUXOR
PLASTIC BAGS**
**AT NO EXTRA
COST TO YOU!**

This colorful, sales compelling counter display means...quick...profitable sales to your Cash and Carry customers. (See Profit Guide) The display requires only a 12" x 12" spot on your counter, and is furnished FREE with each Unit Package of 108 assorted sizes of LUXOR* PLASTIC STORAGE BAGS.

*PAT. NO. 2,500,462

Ask your distributor — or write us



YOUR LUXOR PROFIT GUIDE

YOU PAY (on 108 bag order)	SELLING PRICE	YOUR PROFIT
42" — 42¢ ea.	69¢ ea.	27¢ ea.
60" — 47¢ ea.	79¢ ea.	32¢ ea.
72" — 54¢ ea.	89¢ ea.	35¢ ea.
Blanket — 37¢ ea.	59¢ ea.	22¢ ea.

RASSENFOSS BAG COMPANY • GLENVIEW, ILLINOIS



Dow-PER CLEANED CLOTHES MEAN SATISFIED CUSTOMERS EVERY TIME

Dow-PER gets clothes thoroughly clean, brings out the true colors and makes them just as fresh as the day they were new



The ultimate key to the success of your dry cleaning business lies in one thing . . . customer satisfaction. And when you use Dow-PER* in your dry cleaning machine you are making a big step towards assuring yourself of this important goal.

Dow-PER readily suspends dirt and grime, and its special stabilizing agent gives the solvent long life. Together, these two facts mean that clothes come out sparkling clean. You won't have customer complaints caused by unsightly streaks and cloudy areas. Your customers

will almost think you're giving them new clothes. You'll appreciate the way Dow-PER helps keep your overhead down too. Its thoroughness lowers expensive spotting time, allows you to handle a large volume in a short period. High recovery also contributes to your savings.

Contact your Dow-PER distributor today. He'll be glad to show you how Dow synthetic solvents can help you to high profits and business success every month of the year. THE DOW CHEMICAL COMPANY, Midland, Michigan.

*TRADEMARK

you can depend on DOW SOLVENTS



31970R MARKYSTD-PAT'D-MURRAY & HEISTER, INC., WASHINGTON 9, D. C.

INSTITUTE CLEANING PLANT, INC.
8021 GEORGIA AVE.
SILVER SPRING, MARYLAND
JUNiper 9-2330

Date 1/1 P-6

Name Mrs. Jones Phone JU 5-8645

Address 1220 Eye St., NW Apt. No. 20

Special Instructions _____

A 79812

DRESS	PLAIN FANCY	BLU TAN	GRA BRO	BLK GRE	RED YEL
BLOUSE		WHITE PINK	BLU YEL		
SKIRT	PLAIN FANCY	BLU TAN	GRA BRO	BLK GRE	RED YEL
L SUIT		BLU TAN	GRA BRO	BLK GRE	RED YEL
TOP-3/4 COAT		BLU TAN	GRA BRO	BLK GRE	RED YEL
TROUSERS		BLU TAN	GRA BRO	BLK GRE	
M. SUIT		BLU TAN	GRA BRO	BLK GRE	
TIES					
TOP-O COAT		BLU TAN	GRA BRO	BLK GRE	
SACK COAT		BLU TAN	GRA BRO	BLK GRE	

ROUTE	WILL CALL	NO. INVS.	LOT NO.	CHG.	C.O.D.	P.P.	TOTAL
J-5							

AUDIT COPY **A 79812**

MARKER LISTS invoice information shown. Price total and other necessary data are filled in by office. Three tags making up fourth sheet identify multiple-bag orders. Fifth sheet consists of six strip tags

30971R MARKYSTD-PAT'D-MURRAY & HEISTER, INC., WASHINGTON 9, D. C.

INSTITUTE CLEANING PLANT, INC.
8021 GEORGIA AVE.
SILVER SPRING, MARYLAND
JUNiper 9-2330

Date 1/1

Name _____ Phone _____

Address _____ Apt. No. _____

Special Instructions _____

HH 25048

DIVAN COVER	1 3	CUSHION	PLAIN
	1 4		PLEATS
CHAIR COVER	1 3	CUSHION	PLAIN
	2		PLEATS
DRAPES		PLAIN VELVET	LINED
BLANKET		PINK YEL	BLU GRE TAN ORA
CURTAINS		WHITE	ECRU
BEDSPREAD		PINK YEL	BLU GRE TAN ORA
COMFORTS		PINK YEL	BLU GRE TAN ORA

ROUTE	WILL CALL	NO. INVS.	LOT NO.	CHG.	C.O.D.	P.P.	TOTAL

AUDIT COPY **HH 25048**

HOUSEHOLD INVOICE is similar to garment invoice except for listing of items and use of 12 strip tags instead of six. Prelisting of items and colors reduces writing required, as in garment invoice

N I D'S New Invoice

has reduced identification errors
and increased marking efficiency

By **PHIL GREENE**

IT TOOK two years of research to produce the invoice design now in use at the National Institute of Drycleaning's own plant in Silver Spring, Maryland. Its designers wanted a ticket that would:

1. Reduce as much as possible the writing required of the marker.
2. Provide automatic and uniform lot control.
3. Eliminate the possibility of error in transposing numbers from in-

Advantages of Institute Invoice

1. Writing eliminated on 80 percent of garments received.
2. Writing eliminated on 70 percent of the colors.
3. Writing of numbers on garment tags is eliminated.
4. Errors of transposing numbers from invoice to tag or from tag to invoice are eliminated.
5. Both completed tag and invoice are legible.
6. Lot control is automatic and constantly uniform.
7. Each bundle is limited in size to a workable area in assembly.

TODAY'S LESSON

Charged System



Why can the basket load capacity of a closed synthetic cleaning machine generally be increased by 30% or more when the unit is converted to a cold machine with a Solvo-Miser?

ANS. A Solvo-Miser dries and reclaims, eliminating the need for extra tumbling room in basket.*

Alright, can you double this increased productive capacity of the cold converted machine?

ANS. Yes, and more. A Solvo-Miser dries and reclaims while your cleaning machine is washing and extracting. Also, it permits faster load scheduling because no cooling off period is required.

How do successful charged system operators obtain the required longer soaping and rinsing time?

ANS. By adding a Solvo-Miser. Operators report "Full time prespotters eliminated."

Name five more money-making benefits reported by Solvo-Miser users.

ANS. (1) High percentage of reclamation — 90%-96%. (2) Maintenance costs greatly reduced. One operator reports: "Over 50%". (3) Elimination of excessive wrinkling and uneven drying. Pressers handle more production — earn more. (4) No more costly color problems due to hot solvent. (5) Easy handling of profitable "sudden service".



Yes, sir! —
NOW a Solvo-Miser for
any size Charged System!



Model A — Cap. 20 lbs.	\$1095.
Model B — Cap. 30 lbs.	1195.
Model C — Cap. 40 to 50 lbs.	1295.
Model D — Cap. 75 lbs.	1895.

* "When a 28 lb. cap. hot unit becomes a cold unit, its capacity generally can be increased to 35 lb. Reason: no extra tumbling capacity is required for reclaiming and drying." (Statement from the foremost manufacturer of closed synthetic cleaning machines. Name on request.)

HOYT

HOYT MANUFACTURING CORP., WESTPORT, MASS.

voice to tag or from tag to invoice.

The end product has met these objectives and several others admirably. Certain features would not be considered necessary by many operators, and it certainly is not the least expensive invoice form available, but most of its features are applicable to any plant which considers the time of its markers and the accuracy of its identification important.

The invoice is a five-part snap-out, and will handle any single order of not more than six pieces. Belts, buttons to be removed, etc., are considered pieces. Household orders are handled with a similar but separate invoice form. Each household invoice will take care of 12 separate pieces.

The first, second and third sheets are identical except for the designations "Audit Copy," "Sales Copy" and "Customer Invoice." At the top there is space for the date, name, address, phone, apartment number and special instructions. The rest of the ticket lists garments which account for 80 percent of the average cleaner's entire garment volume. Women's garments are listed at the top, men's at the bottom. Each listing includes printed color abbreviations which include 70 percent of all the garment colors received.

The illustration shows a sample marked as a typical order. Note that the marker had only to mark the number of dresses and circle the colors. In the coat listing the type of coat received was indicated by the diagonal line.

Spaces at the bottom show route



INSTITUTE CLEANING PLANT			
SERVICE ORDER			No. _____
Name <u>Mrs. Jones</u>	Date <u>12-9</u>		
Street <u>1220 Eye St.</u>	City <u>N.Y.</u>		
Apartment <u>20</u>	Phone <u>TU. 5-8645</u>		
Remarks: _____		Invoice No. _____	
WILL CALL <input type="checkbox"/>		DELIVER <input checked="" type="checkbox"/>	
NO.	ARTICLE	PRICE	
ROUTE <u>J-5</u>		TOTAL _____	

© MURRAY & NEISTER, INC., WASHINGTON 25, D. C.

SERVICE ORDER is filled out by routemen or store girls when order is received. Marker copies name, etc., onto invoice. Route customers do not receive claim checks; store customers do

number, will call, number of invoices used for the order (orders consisting of more than six pieces require two or more invoices), lot number and the method of payment. The preprinted invoice number appears twice on each sheet in a contrasting color.

The fourth sheet consists of four perforated prenumbered pink tags used to identify individual bags of multiple-bag orders. These tags were incorporated in the form to eliminate writing of invoice numbers on the outside of individual bags.

The fifth sheet is made up of six

perforated strip tags which carry the invoice number. As the Institute safety-pins tags to garments, each tag is punched with two holes for this purpose.

The plant's routemen and counter girls at the call office fill out only a service order when an order is received. This, with the bundle, goes directly to the marker. She fills out the invoice, prices the items, attaches the strip tags, and sends the remaining four sheets to the plant office.

The office totals the invoice, checks the COD, charge or prepaid, and sales-outlet spaces, and separates the copies. The customer copy and fourth (extra bag) sheets are sent to the assembly department and are scotch-taped to the bagged order. The audit copy is kept as a permanent office record, and the sales copy is used to total and record sales by lot for each sales outlet.

When totaled, the sales copies and adding-machine tape are returned after lots are checked out to the drivers and the store. On settlement day the drivers return the sales copies with their cash or accredited charges. The sales copies wind up at the accounting department where charges are posted and commissions figured.

Color Controls Lots

Automatic lot control is provided by the color of the perforated strip tags. The Institute is using a 100-invoice lot system. The marker picks up the invoices in numerical sequence. Tag color changes with every 100 invoices. Eight different colors are used so that lot colors never overlap in any day's production. # #

DIGESTIT

A CONCENTRATED DIGESTIVE AGENT

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

You Will Probably Save \$2.00 to \$3.00 per Pound by Using this Fast Acting Digestive Agent! Gives Excellent Results in Spotting or Bath Treatment! Harmless to Colors that Will Stand Water.

Made by The Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in The United States

PEE-VEE

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

PEE-VEE IS AN UNEXCELLED PRODUCT FOR THE REMOVAL OF LACQUERS, FINGER-NAIL POLISH, AIR-PLANE GLUE, ETC.

Fast acting, easily rinsed, safe to all natural fibers, acetate and other rayons.

Made by The Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in The United States

RIVERSIDE

HEXAMO

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

HEXAMO IS AN OUTSTANDING PRODUCT FOR PAINT, OIL AND GREASE REMOVAL, ALSO HIGHLY EFFICIENT ON OXIDIZED OIL STAINS, LIPSTICK, SHOE POLISH ETC.

Rinses out completely with solvent or water

Made by The Oldest Exclusive Manufacturer of Chemical Products in The United States

RIVERSIDE

WETSPOT

(Formerly called Wet Spotters)

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

NOT REALLY A WET SPOTTER... BUT A PAINT, OIL AND GREASE REMOVER THAT WORKS WITH AND RINSES OUT WITH WATER.

WETSPOT is a great help in board spotting and particularly during wet scouring to remove Paint, Varnish, Tar, Wax, Grease, Leather Stains and many others. You will be surprised at the effectiveness of WETSPOT

Made by The Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in The United States

RIVERSIDE

TIME TESTED RIVERSIDE PRODUCTS

... Made by The Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in The United States

R-G-F

FREE SAMPLE

Sent anywhere in the United States. Write today on your stationery and mention your supply house.

R-G-F is an unusual ink remover and covers a wide range in removing many other difficult stains with safety to fabrics and maximum safety to colors. R-G-F is normally diluted with an equal amount of water for general use which is very economical and you will probably pay much less for R-G-F than for what you are now using —

Made by The Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in The United States

RIVERSIDE

RIVERSIDE GENERAL FORMULA

RIVERSIDE

RIVERSIDE MFG. CO.
4919-27 CONNECTICUT ST.
ST. LOUIS 9, MISSOURI

Special Garment Loss

A Louisiana man about to be married in a suit worth \$27.50 sent the suit to a cleaner, who lost it. Claiming that he was forced to be married in a spotted and unkempt suit and that he sustained \$2,500 worth of embarrassment, the unhappy bidegroom sued the cleaner for \$2,527.50. A jury allowed him \$27.50 for the suit and \$350 for his embarrassment. The cleaner appealed to the Louisiana Supreme Court, which does not have jurisdiction of appeals in cases involving less than \$2,000. Was the appeal properly dismissed and the case transferred to the lower appellate tribunal, the Court of Appeals?

Yes. The Supreme Court of Louisiana decided so in the case of *Mitchell v. Shreveport Laundries, Inc.*, 60 So. 2d 86.

The case is interesting and important because of two legal points not mentioned in the opinion: (1) If the cleaner did not know that the suit was to be used at a wedding, he was not liable for special damages resulting from the patron's inability to wear it on the occasion. (2) Even if the cleaner knew of the intended use, but it had been possible for the patron to borrow or buy a suitable garment for the wedding, damages assessable against the cleaner could not exceed the cost of securing a substitute suit. (If the patron had borrowed a suit, the damages would be the rental cost, if any, plus the value of the old suit.)

The first point involves a fundamental rule of law: when one is deprived of possession of a chattel to which one is entitled, the damages which he can collect are limited to the value of the chattel, unless the guilty party was informed in advance that it was to be used for some special purpose.

The second point involves another fundamental rule of law: generally the replacement cost of a lost chattel is the measure of damages, if there can be a replacement.

The following remarks of the Supreme Court pertain to the money value of the relative embarrassment that a bride and groom naturally feel if they are deprived of garments intended to be worn at a wedding. The court referred to its earlier decision in a case where a bride was awarded \$575 special damages for delayed delivery of bridal garments by a dressmaker. Then it compared the \$350 award to the groom whose \$27.50 suit

by A. L. H. STREET

Invitation to the Reader

In this department of **THE NATIONAL CLEANER & DYER** Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

was lost, stating: "There is no impropriety in saying that a bride's disappointment and humiliation under such circumstances is more keen than that of the groom. She is generally considered the one who attracts attention and whose attire causes the admiration of her friends." The court concluded that it should be expected that a bride would therefore be entitled to greater damages than a groom in this type of case.

Incidentally, the court recognized that an amount of damages awarded 50 years ago might be doubled or even trebled now for the same sort of loss because of the diminished purchasing power of the dollar.

Are Route Lists Trade Secrets?

Although the rule of law states that a former employer can enjoin a former employee from divulging trade secrets learned by the latter in the course of his old employment, even if the former employee did not agree to keep the trade secrets, are the names and addresses of customers served by a routeman a trade secret?

According to most appellate courts, the answer is no, except that the routeman is not entitled to use a written list that belongs to the old employer.

The prevailing judicial view is expressed in the opinion of the New Jersey Court of Chancery in *Newark Cleaning and Dye Works v. Gross*,

128 Atl. 789. In this case, a wholesale concern tried to enjoin a former routeman from soliciting retail or middleman cleaners whom he had served while he was employed by the wholesaler. The defendant had left his route list with his former employer when he quit, and remembered all the customers. He had not agreed not to compete, and the plaintiff's customers were well known in the trade and were listed in the classified sections of the city and telephone directories.

The court distinguished between "pirating and competing for customers" and thus summed up the rule of law that is followed by most courts: "Where there is no contract to refrain, no fraud or imposition practiced, no list carried away and used, or used for any ulterior purpose, and where customers are dealers in the open market" . . . knowledge gained is incident to the employment and should not be considered a trade secret.

A similar decision was rendered by the Kansas Supreme Court in *Garst v. Scott*, 220 Pac. 395, involving a laundry and cleaning route. There the court observed that where a route covers a section of the city, there is no special reason why an old routeman should not be permitted to serve, at least, new customers who never patronized his old employer.

The courts also approvingly quoted an observation by the Maryland Court of Appeals in *Fulton Grand Laundry Co. v. Johnson*, 117 Atl. 753, that "an employee in an ordinary business, on going into business for himself or into the employ of others, should not be enjoined from seeking to do business with friends made by him in the course of a previous employment, merely because he became acquainted with them while so engaged and as a result of such previous employment." The Maryland court also noted that a route list is not a trade secret, because any rival can get the list by observing deliveries.

The California Supreme Court has taken a different view to the effect that knowledge concerning route customers, gained in the old employment, is in the nature of a trade secret, and that, in a proper case, a former routeman can be enjoined from using that knowledge to the prejudice of the former employer. (*Empire Steam Laundry v. Lozier*, 130 Pac. 1180.) [See January 1954 **NATIONAL CLEANER & DYER**, page 100.]

HOW TO GET THE MOST FOR YOUR MONEY WHEN YOU BUY *your* GARMENT FINISHER

★ *look at both*
and don't buy either until you do

That's the sure way for you to be able to decide correctly which is the better finisher for your plant. So be certain. Examine and compare both.

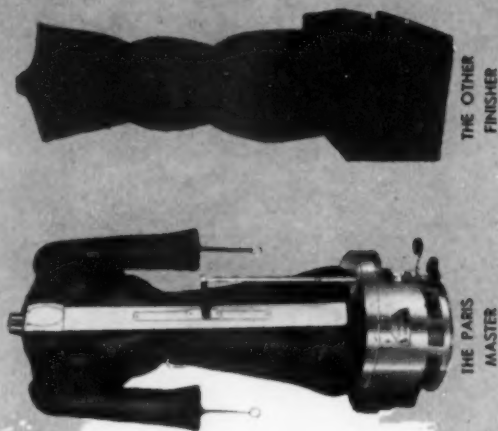
You can then choose the one that (1) is faster and easier to operate — and (2) requires fewer touchups and gives more pass-ups . . . and therefore yields higher production per operator hour of finished quality work. In other words you can select with certainty the finisher that guarantees MAXIMUM LOWERED COSTS and INCREASED PROFITS.

Here is a question-and-answer check list covering the significant features of construction and operation of multiple-use steam-air finishers. Use it as a "yardstick" for making your impartial judgment.

Start now toward better finishing at lower cost in your plant. Join the thousands of cleaners who have learned that a multiple purpose steam-air garment finisher is a *NECESSITY* for both *production and quality*. The Paris will soon pay for itself by the savings from lowered pressing costs on Men's Suits — Ladies Jackets — all Long Coats (also miscellaneous garments; robes, wind-breakers, synthetic sports shirts, plain dresses)

GARMENT FINISHING EQUIPMENT CORP.

Exclusive U. S. A. Distributors for Paris Mfg. Co., Sales Office: 18 Brattle St., Cambridge 38, Mass.



COMPARE WITH THIS CHECK LIST		PARIS FINISHER	OTHER FINISHER
1.	Is the shoulder size instantly adjustable?	Yes	No
2.	Are roll sleeves finished automatically?	Yes	No
3.	Does the form turn so the operator can stand still?	Yes	No
4.	Is minimum steam used without operator discomfort?	Yes	No
5.	Is minimum floor space required?	Yes	No
6.	Can suede and all fur trimmed garments be finished safely?	Yes	No
7.	What is the basic construction material?	Stainless steel	Black iron
8.	What is the form's range of expansion, i.e., from how small to how large (average of measurements at shoulder, chest, waist, hips and typical hem line)?	108%	37%
This unmatched range of the form's size — 108% — enables the Paris to apply needed pressure to more areas of different sizes of garments, hence to finish more garments better than is possible with any other finisher.			

Ask your jobber to show you a new model PARIS finisher. If you wish, he can plug it in any light socket; then even without steam, you can see for yourself why

THE PARIS TURNS OUT BETTER WORK FASTER.
Write us for additional information and PROOF.



CLERKS FIND that customers appreciate the speedy, accurate service and itemized receipts given by the National Cash Register.



MODERN MERCHANDISING IDEAS and a modern National System go together at Revo's Master Cleaners.



MR. W. E. MULLER, owner Revo's Master Cleaners, Wichita, Kansas.

"My *National* System paid for itself in 10 months... adds \$2,280 yearly to profits!"

"I used to have serious losses in my business," writes Mr. Muller, "but after talking with a National representative, I took action that stopped them. I installed a multiple-drawer National Cash Register.

"Mistakes in addition as well as cash shortages had been draining my profits, and must have been costing me at least \$5 a day. Now this loss is virtually ended. Today, there can be no errors in addition because on my new National, items are added automatically and mechanically.

"My National reduces cash shortages to a minimum because individual cash drawers place personal responsibility

on each employee. When an amount is recorded, it is added into locked totals, charged to the cash drawer and to the employee who handled it, and must be accounted for.

"Also, I now have register-printed amount figures on all slips which is added protection for me. Since much of my figure work is now done automatically by the National Cash Register, I have been able to cut 15 hours a week bookkeeping time, and thereby make additional savings in salary expense.

"Installing a National System is one of the best business moves I ever made. It paid for itself in 10 months and adds \$2,280 to our profit every year."

A National System saved money for Revo's Master Cleaners and made that business more profitable. It can do the same for you. Your nearby National representative is a trained systems analyst. He can show you, in your own operation, how a National System can start to make savings, give you extra profits, immediately! Call him today!

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio



UNLOAD PERCHLORETHYLENE THE EASY WAY

*...from this
newly designed
drum*



Columbia-Southern Perchlorethylene has always meant: a quality product with high stability, fast dependable service, and an assured source of supply.

Now this new Columbia-Southern drum offers another advantage. It *simplifies unloading*. The new drum eliminates struggling, lifting, and a possible source of accidents.

Columbia-Southern Perchlorethylene drums are fabricated with a $\frac{3}{4}$ " and a 2" bung in the head for easy unloading in the upright position. Upright un-

loading continues to be popular practice because it means important savings in storage space.

For upright unloading, a centrifugal self-priming or air pump is used. This should be placed in bung opening.

If you prefer, the new Columbia-Southern drum can still be unloaded from its side as in the past.

You're safe, you're sure with Columbia-Southern Perchlorethylene. Order yours now from your nearest distributor.

BE SURE TO VISIT US AT THE
**NATIONAL DRYCLEANING
CONVENTION**
WASHINGTON, D. C.
BOOTH 627



**COLUMBIA-SOUTHERN
CHEMICAL CORPORATION**

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
ONE GATEWAY CENTER, PITTSBURGH 22, PENNSYLVANIA

DISTRICT OFFICES: CINCINNATI • CHARLOTTE • CHICAGO • CLEVELAND
BOSTON • NEW YORK • ST. LOUIS • MINNEAPOLIS • NEW ORLEANS
DALLAS • HOUSTON • PITTSBURGH • PHILADELPHIA • SAN FRANCISCO

For February, 1954

When writing to advertisers please mention The NATIONAL CLEANER & DYER

139



SIZING replacement is important on many formals; usually only part of gown is sprayed

Careful Handling Pays On Evening Gowns

Quality job on luxury specialty brings
in profits and wins regular customers



CO-OWNER Milton Rosenberg rings up \$25 for wedding gown. In spite of high prices, satisfied customers come back and recommend friends

BY MAINTAINING consistent top quality in cleaning ladies' formal wear, Velvetone Cleaners of Chicago has built a sizable volume in this lucrative specialty. The firm cleans about 2,500 evening gowns a year, at an average price of \$10 to \$15. This provides about 10 percent of the \$300,000 annual volume.

Owners Arnold Dorfman and Milton Rosenberg figure that their profit margin on formal wear is slightly higher than on most other work, but the specialty has an even more important advantage. According to Mr. Rosenberg, the firm gets many of its new customers by doing a top job on this specialty. These are usually desirable customers for Velvetone, which is a "quality house" that doesn't attempt to compete with the low-priced chains.

All of Velvetone's ads carry the slogan "Chicagoland's Foremost Formal Cleaners," so many people remember the firm when they have gowns to be cleaned. But advertising is not as effective as word-of-mouth recommendation. This, with repeat business, accounts for 90 percent of Velvetone's formal-wear volume, according to Mr. Rosenberg. The way to get these repeats and recommendations, he says, is to do an impeccable cleaning and finishing job every time.

Velvetone has been adding to its store of know-how on formal cleaning for 10 years. The first step is a thorough inspection when the gown is brought in. This is handled by either of the owners or one specially trained salesgirl.

They look for flaws, damages, fading, dry wrinkles, set stains, cracked satins and other conditions that may make a perfect job impossible. These are pointed out to the customer, and the limitations they impose are explained.

The customer's O.K. is also obtained on the price. The base is \$6.50 for the simplest gown, and it goes up depending on the number of skirts and peplums, length of train, amount of spotting necessary. Wedding gowns bring \$20 and up.

When a gown is taken in at any of Velvetone's six branch stores, it is accepted without question and sent to the main store and plant. There it is inspected and priced, and the cus-

AN ENTIRELY NEW PROVEN DRYING PRINCIPLE!

Kling "100"
**SOLVES YOUR
DRYING PROBLEMS**



Kling's patented cross air
drying action gives greater air
penetration, saves Steam, Time and Money

the greatest tumbler improvement in 20 years

The Kling "100" tumbler is our answer for the more efficient, faster drying unit that has long been sought in the laundry and dry cleaning field.

The Kling "100" tumbler is faster and more efficient because we use an entirely new drying principle. Our engineers discovered in their tests that ordinary tumblers lost as much as 50% of the drying value of the hot air coming from the coil as it was sucked around the basket instead of through it. Poor cabinet

design also resulted in a loss of heat, reducing their efficiency still further.

The Kling "100" uses 100% of the air passing through the basket . . . a new cabinet design . . . a new principle in drying action that gives you greater economy . . . plus greater ease on clothing.

If you're interested in bigger profits . . . quicker drying . . . the maximum in production economy . . . See and try the Kling "100."

For more complete details write for our New 4 page "100" folder

See the Kling "100" in action
at the N-I-D Convention
Booth No. 623
Feb. 12th-13th & 14th

Kling "100"
CORPORATION

1827 North Harlem Ave., Chicago 37, Illinois

Telephone NATIONAL 2-1194

toner's "go ahead" is obtained by phone.

This type of work can't be done on a production basis without loss of quality, Mr. Rosenberg emphasizes, so Velvetone handles each gown individually at every step.

A seamstress gets the gown first. She takes off some buttons and ornaments, tightens the rest. Sequins are covered over with cheesecloth. All above-the-waist pleats are tacked into place.

Next, a spotter gives the garment a thorough prespotting. He first takes out all spots, then hand-brushes all

heavily soiled areas with a soap solution. If a gown has a train that is very heavily soiled, the train is soaked in a solvent-and-soap solution for as long as two days to loosen the soil before brushing. The brushing is done as lightly and patiently as possible to avoid damage to the texture or tearing of dried-out spots.

After this prespotting, each gown is put into an individual nylon net. They are put into the washer only for the last 10 minutes of the run, and always on a white load. Agitation is held to a minimum by keeping a high solvent level in the washer.

A $\frac{3}{4}$ percent soap solution is used in the solvent. No moisture is used at any time in cleaning formals.

After extraction with the white load, the gowns are separated and hung up to dry overnight. Each one is inspected again for spotting, but few need additional work at this point.

Before finishing, about half of the gowns need an application of sizing to replace the original removed by the solvent.

The silk spotter decides which gowns need sizing. He sprays dry sizing on taffetas, shantung and failles. When wet sizing is needed on nets, organdy or crinoline skirts, it is sprayed on by the girl who specializes in finishing formals. Another overnight drying follows this application.

One operator handles all the finishing, doing a careful, painstaking job with a hand iron. She has had long experience and training, knows just how to do the job without waste of time, gets each pleat and fold exactly in place.

The finished gown goes back to the seamstress, who replaces buttons, tightens seams, and makes any necessary repairs. A tailor also does this work.

Then there are two inspections, one by the regular inspector, the other by the salesgirl just before wrapping. These inspections almost never result in additional cleaning, but do occasionally turn up some repair work to be done. Finally, the gown is arranged carefully in a transparent plastic garment bag. Finished formals are often hung on display in the call office.

The key to making a profit on formals, according to Mr. Rosenberg, is getting a good price for the work. It takes experience to judge the amount of labor that will go into a garment. Customers must be handled carefully—often the cost of cleaning a wedding gown is close to its original price.

Mr. Rosenberg also points out that some jobs have to be turned down. Old, badly dried-out fabrics will not take the necessary brushing. Stains are usually oxidized, because gowns are often put away soiled and brought in for cleaning only when they are to be worn again. Nets, particularly, tend to fall apart. Taffetas are difficult to spot without harming their all-important texture. Most Velvetone customers will say, "Go ahead and do your best," but the job is turned down, anyway, when the gown's condition is really bad.

The biggest advantage of the formal-wear specialty, Mr. Rosenberg says, is that it brings in many customers at small advertising cost. Recommendations are more potent, in this case, than the best ad copy. # #

WE DON'T PROMISE
Profits by the wheelbarrow-load!



But **PRE-MARKED STRIP-TAGS**

will multiply your profits by cutting marking **50%** and checking costs to

Say "Goodbye" to

- Transposed Numbers
- Ink-stains - Damage
- Garment Loss Claims
- Illegible Numbers • Eye-strain
- Messy Pads and Machines

10 Bright Colors!
Lot (unit) numbers **1 to 40** in ea. color.

400 COLOR-NUMBER COMBINATIONS
\$3⁵⁰ Box (colors) ★ \$3³⁰ Box (white)

6 Tags to the strip - 1,000 Strips to the Box, numbered 001 to 1,000

ALSO- don't forget TOKEN TAGS FOR SPECIAL- INSTRUCTIONS

6-VIVID COLORS, one for each Department ★ 20-Separate Instructions

Let TOKEN TAGS do it right-the first time!

For best results, use both tags together!

Consult your Distributor.....or write to:

PRE-MARKED STRIP TAG CO. 3232 India, San Diego, Calif...P. O. Box 2430



Butler Big-Flo filter is another profit-making unit in Mr. Streder's AYR-MOR installation. It eliminates messy cleanout, saves gallons of solvent.

"Spotting cut from 30 to 2 garments per load with our BUTLER AYR-MOR"

says Bud Streder, owner, One-Day Cleaners, Springfield, Ill.

"We used to spot 20 to 30 garments in each load with our conventional unit, but with our Butler AYR-MOR two-bath unit, we *seldom spot more than 2 or 3 garments per load.*

"*One man easily handles up to 600 lbs. of clothes in an 8-hour day. And, the same man has enough time between loads to do necessary spotting, clean hats, and help on rush jobs.*

"Our Butler AYR-MOR practically eliminates wasted time. Even the cleaner's lunch hour is used because he can start a load and let the 100% automatic AYR-MOR do the job.

"I figure the Butler AYR-MOR will

quickly *pay for itself* in labor-cost savings alone—plus giving me more time to devote to management of my business and increasing my profits," Mr. Streder reports.

Get the complete story from your Butler man on how the AYR-MOR synthetic unit can minimize *your* operating costs . . . speed service to your customers . . . reduce spotting . . . and turn out better quality work. Available in standard or two-bath models, both fully automatic. Write today for name of your nearest Butler representative and information by mail.

No matter what cleaning equipment you need—CALL BUTLER FIRST!



BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri

Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment • Cleaners Equipment • Special Products

Factories located at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Minneapolis, Minn.

The Golden Rule in Personnel Relations

by HUGH STEPHEN

*Vice-President, New Method Laundries, Ltd.
Victoria, British Columbia*

PERHAPS THE BASIC REQUIREMENT of any personnel relations program is that we should be ourselves; and that the same philosophy of friendliness, the same belief in the worth and integrity of the individual which we employ instinctively in our relationships with our families and friends, we should carry also into our dealings with our employees. Because they, too, are people worthy of our friendship and interest and they, in their turn, can contribute to the fulfillment of our own lives.

I think I would be right in saying that 50 years ago you would have been hard put to it to find even mention of personnel relations among the problems facing management. Industrial units were mostly small and the relationships between the boss and his employees were taken fairly well for granted. Except within very narrow limits the state declined to interfere in these relationships, and unions had not yet arrived to usurp the employer's right to establish working conditions within his own plant.

With the arrival of mass-production techniques and the creation of industrial units of immense size and scope all this changed overnight. The easy, personal relationships established between the boss and his few employees gave way to the ferment and friction of our modern industrial civilization. Beliefs about our conduct in human association which had existed for a thousand years were cast contemptuously aside. Kindness was patronizing, instinctive generosity was labeled paternalism. In the process, it seems to me we lost our belief in many simple, well-tried standards of conduct and replaced them with formulas and cure-alls which are serving us none too well.

Worst of all, perhaps, by the creation of personnel experts, personnel departments and even degrees in personnel administration we began to foster the illusion that human relations in industry were something divorced from everyday behavior, a deep, mystic science whose secrets were discernible only to the chosen few. And so we set out to analyze

and chart this mysterious process. We tested people, we sent them to psychologists, we asked them questions, we examined them and drew graphs and generally tried to turn them inside out.

This was the so-called "scientific" approach to human relations. We even began to use the jargon of the scientist. We said, "Let's find out what makes people tick"—as though we could reduce the human soul to the mechanical level of an alarm clock. It was all most logical, practical and exciting. And what a mess it has got us into!

In searching through an encyclopedia one evening I came by chance across the text of your own Declaration of Independence. And reading again those glorious words, which belong now not only to you but to the whole world, I could not help speculating on what might have been the historical result had the Declaration been written in terms of our modern approach to personnel problems. Perhaps something like this:

"We hold these truths to be self-evident, that minimum wage rates shall prevail, that men are endowed by their unions with certain inalienable rights, that among these are vacations with pay, rest intervals twice a day and time and a half on Saturdays."

Well, it might have made a very pretty personnel program. But I am tolerably certain of this, that had Jefferson worded his Declaration in terms of some of our modern thinking about the human soul it would have exercised so little appeal that your chairman would not have been introducing me today as "from across the line."

Fortunately for you—and for the world—Jefferson had not been trained

in personnel relations—"certain inalienable rights, Life, Liberty and the Pursuit of Happiness"—and, mark you, none of those are cost items.

Certain inalienable rights. Increasingly, as I thought about this talk, it seemed to me this subject of **personnel relations resolves itself into a recognition on our part of the basic rights or entitlements which we must recognize** as possessed by all those who work for us, and which the economic relationship between us and them does not and cannot abrogate or alienate.

I believe that recognition of this principle is at the very heart of any personnel program we may wish to establish; and that until we ourselves are convinced of it, we have not taken even the first step toward a sound personnel policy. I find, too, that acknowledgement of this principle is growing among many of the larger employers of this continent.

For instance, here is how John C. Whitaker, chairman of the R. J. Reynolds Tobacco Company, puts it:

"Along with our concern for costs and profits we must assume personal responsibility for the spiritual climate around us. Good human relations can only exist when we accept responsibility for standards of decency and good manners in our relations with each other. We must do these things because people are *entitled* to consideration and encouragement; because people are *entitled* to an attitude on our part that they are honest, sensible individuals, interested in getting ahead, that they are *entitled* to respect for what they are and for what they are worth."

Now, what are these basic entitlements possessed by our employees? Let us consider the girl whom we have just hired to work for us as she presents herself at our door on the first day of her employment. Her wages, hours of work, vacations and general working conditions have very largely been determined by factors beyond our control. If these are not laid down in our union agreement they will certainly be dictated by prevailing conditions in other industries

From an address delivered
at the 66th Annual Convention
of the American Institute
of Laundering, Los Angeles,
California, October 9-11, 1953

Fletcher

FLOW-RINSE



**THE REMARKABLE
NEW METHOD OF**
Extractor
**RINSING OF STRONG
SOAP SOLUTIONS**

Now you can get really complete extractor rinsing with charged systems in the Flow Rinse Extractor recently developed by Fletcher engineers. This new unit has been designed in such a way that all garments being rinsed are *completely immersed* in the rinsing solvent which washes out every last trace of soap solution.

The entire cycle, (including complete separation and salvage of soap solution and rinsing solvent) is controlled by one setting of the automatic timer —just turn it on and forget it.

Other features of this new extractor include super self-balancing; extra large motor to eliminate overheating with heavy loads; automatic braking; and triple V-belt drive to assure safe, noiseless operation. Drycleaning establishments which have already installed Flow-Rinse are experiencing truly amazing results both in the quality of work being processed and in a sizable saving in labor.



Fletcher Flow-Rinse Extractors are available in 40", 48", and 60" basket diameters. Be sure to see this machine in operation at Booths 662-663 at the National Institute of Drycleaning Exhibit in Washington, Feb. 12, 13, 14.

FLETCHER WORKS

213 GLENWOOD AVE PHILADELPHIA 40, PA. ESTABLISHED 1850

with which we compete in the labor market.

But over and above these formal articles of the contract between us, what are the great unwritten clauses without which we cannot long hope to engage her interest or capture her loyalty for us and for our organization?

1. I believe she is entitled to expect from us responsible and efficient management.

I am not trying to be facetious. But it seems to me that the mere possession of capital does not in itself entitle us to enter the field of business and then to create working conditions which are an insult to the intelligence of the people who work for us. Absentee management, sloppy management, unenthusiastic management, inefficient management, careless management—these are the worst offenses which any of us can perpetrate against our employees or against the free enterprise system.

Therefore, it seems to me, the very foundation of sound personnel relationships is that we do our darndest to run the kind of business which our employees can respect. By employing the best production techniques, by providing the latest machines, by taking the best advice, yes, by making the highest possible net profit, we have already taken the longest stride toward a sound employee program. Because good human relations are rooted, in the last analysis, in self-respect. And none of us can retain our self-respect very long in an envi-

ronment which offers us only frustration and self-defeat.

2. I believe that each of our employees is entitled to be recognized as a person.

Fortunately for us in the laundry business this is not as difficult an accomplishment as in the larger industrial units where the employment of thousands of persons inevitably excludes top management from a close working relationship with its employees. But even with us it does demand a conscious effort.

And let me add this point that I firmly believe that any well-rounded program of personnel relations is the sole and permanent responsibility of the operator himself—and cannot be delegated. In the laundry business we are dealing primarily with people. Humanity, with all its frailties and all its glories, is the medium of our contribution to society. If we do not like people, if we do not find them interesting, perplexing, maddening, provocative but always challenging—then we have no business to be in our industry. And certainly no right to delegate our responsibility to others.

In all this complicated business of personnel relations perhaps nothing demands greater determination on our part than does this effort to understand our employees as persons, each one a highly individual mechanism, reacting in his or her own particular way to the varying circumstances of life. It demands, of course, that we know each of our employees by his or her first name and that we address

them by those names on every possible occasion. Without attempting to pry into their private lives, nevertheless we should, through our intelligence system, be fully informed of the varying fortunes and misfortunes of their lives as individuals. If they have suffered a bereavement, for instance, it is an easy thing to ring up the nearest florist and order a wreath. It takes a little more time—but to sit down and write a personal note of sympathy and encouragement is a gesture which will never be forgotten.

We have found it well worth while to send each of our employees a card of greeting on his birthday. It is quite simple, is signed by myself and is ready for him as he comes to work. This is a very small thing but you would be surprised how many of our employees will say to me, "I was feeling pretty low this morning because nobody had remembered my birthday. Then I found the card waiting for me and now everything seems O.K. again."

Trivial, you say?

Let me tell you of a small incident in our plant last year. Walking through our washroom one Monday I was conscious of the rather surly hostility of one of the men. I inquired of the supervisor and here is what I found. That morning this employee had returned from his two weeks' vacation. When I first passed him that morning I merely said "good morning" and walked on. But he had had a wonderful time and was just bursting and bubbling over to tell the boss about it. And the boss walked by as though he'd never been missed. "The so-and-so," he said to the supervisor, "he never even had the decency to ask me if I'd enjoyed myself." And he was right. I'd treated him as a number, not a person.

When our vacation checks are handed to employees now they carry a little slip signed by myself which reads as follows: "Happy Holiday! Just a note, along with this check, to wish you a very happy vacation. You have earned it, so my sincerest hope is that you greatly enjoy it." And I try to make it a rule now to catch each employee the day he returns from vacation and ask him how he got along.

How can we get to know our people as individuals? Here's one way. Sooner or later most of them go to hospitals. Well, it's an easy thing to send them some flowers and a little note. But in addition I have found it infinitely worth while to visit them in the hospital. And these two facts I can guarantee: No union will ever usurp the loyalty you win for your organization in the moments when you sit



THERE'S MONEY IN "ON LOCATION" CLEANING AND IT'S ALL OVER "YOUR TOWN"

YOU CAN GET IT —
with
**THE
MULTI-CLEAN
Method**

DID YOU KNOW that approximately 90% of the rugs and carpeting in your town has never been cleaned professionally?

DID YOU KNOW that about 50% of the new homes in your town have wall to wall carpeting not to mention the scores and scores of older homes, the many business establishments and offices?

DID YOU KNOW that it is possible for you to make up to \$150 a day with two men and The Multi-Clean Method by "on location" rug and carpet cleaning?

DID YOU KNOW that you can get into this lucrative "on location" business using the tested and proved Multi-Clean Method for under \$1,000?

DID YOU KNOW that a factory-trained Multi-Clean representative will start you off right, will show you everything about The Multi-Clean Method, and our Multi-Clean sales aid plan will help you develop new business and keep old customers.

Don't let this money making opportunity slip by you any longer. If you're already doing some "on location" work but haven't discovered the extra profit advantages you get with The Multi-Clean Method by all means write today for further details!

**SEE MULTI-CLEAN IN ACTION
AT THE NIRC BOOTH NO. 4**

IN THE PLANT—For high production work in your plant the Multi-Clean plant type scrubber with water and solution line connections is ideal. All Multi-Clean rug scrubbers and wet-dry vacuum cleaners are superior in design and workmanship. They are built to rigid specifications in our own factory, from high quality materials guaranteeing long, trouble-free life. Multi-Clean machines are made in sizes to fit your exact needs.

MULTI-CLEAN®
PRODUCTS, INC.

2277
FORD PARKWAY

ST. PAUL 1,
MINNESOTA

YOUR SUREST WAY TO BIGGER PROFITS! —THE MULTI-CLEAN METHOD

With The Multi-Clean Method, which combines the use of Multi-Clean equipment and materials in the right combination, you can do the kind of work that will please your customers and assure repeat orders. The work will be easier and more economical to handle, too, thus assuring you bigger profits.

PROFIT CHART



FREE!—RUG CLEANING MANUAL

This manual is written especially for the professional rug cleaner. It presents a step by step procedure, fully illustrated, on how to clean carpets and rugs by The Multi-Clean Method.

MAIL THIS COUPON TODAY!

MULTI-CLEAN PRODUCTS, INC.

2277 Ford Parkway, Dept. NC-2, St. Paul 1, Minnesota

Gentlemen: I would like the rug cleaning manual, also tell me more about The Multi-Clean Method and how I can profit by it.

I'm interested in: ☐ Scrubber; ☐ Vac; ☐ Cleaning Chemicals.

Name _____

Address _____

City _____ Zone _____ State _____



WET-DRY
VACUUM CLEANERS



SCRUBBING
MACHINES



FLOOR
MACHINES



FLOOR TREATING
MATERIALS

talking to a sick employee in the hospital, finding out how you can help, what is worrying him and whether his wife is making out all right without the breadwinner at home. And, secondly, you will never leave that hospital without getting your worries in a little clearer perspective or acquiring a keener sense of values.

Recognizing our employees as individuals and respecting them as persons does not demand some spectacular and formalized routine. It consists, rather, of dozens of quite insignificant gestures, carried out naturally and normally day in, day out. It takes time, it takes effort. But it is the single most self-rewarding thing we can achieve in our business.

3. I believe that each of our employees has the right to a voice in his own affairs, which includes his right to know where he is going in our organization, and his right to contribute to the best of his ability in the solution of common problems.

Consciously or unconsciously, I believe that management abridges this right more consistently than any of the others. In too many plants today there is a curtain of silence between those who make decisions and those who carry them out. I suspect that, in part, it is management's unconscious reaction to the intrusion of governments and others into so many fields formerly reserved for management alone. It is as though we have been living in a large house, with many windows. One by one we have been forced to raise the blinds until only one room is left us. So we retreat into that one room and with both hands hold the blind down, shut fast. "At least," we say, "we can preserve this little corner of our privacy."

And yet in so doing how tragically are we passing up the chance to tap in our employees that mysterious, that almost pathetic craving of every human being to belong, to participate in the common problem and to contribute to the common task.

Let's start with our induction procedure. Do we turn our new employees adrift upon a sea of silence and mystery? Or shall we give them a few stars to steer by? Like many of you we have found it well worth while to hand our new employees a small booklet setting out the basic information about our business. This booklet begins with a friendly welcome from myself and then in simple form those facts about our business we think they would want to know.

It also strives to inculcate in them some pride in and respect for the industry they are joining. And that is tremendously important. Let's never

sell our industry short to the new employee. Let's tell him it's an honorable, vital, vastly important service they will be rendering to their community.

You know, it is highly profitable to contrast the methods of induction employed by the average firm with the initiation rites in, say, a fraternity or Masonic lodge. Why cannot we borrow something of the sense of drama and color and high obligation used by other organizations and so instill that deep pride in belonging?

And then, when they have become part of us, we must cement by every means in our power their desire for continued, intelligent association with our organization. By consultation, not just with supervisors, but with all our employees. By saying, "What do you think?" "How do you feel about it?" "What's your idea on this?" By suggestion boxes, by labor-management production committees, by bulletin and poster boards, by house newspapers, by the fullest, simplest, most painstaking elaboration of the facts of every issue that concerns our employees.

At no time is this more important than when we make changes, particularly when such changes involve reduction in numbers of employees. The resistance and resentment of individuals and groups of employees can become so great that the change will actually be sabotaged. Simple advance notice is not enough to answer the deep-seated psychological fears which change involves. In advance we must explain, reason, convince. It calls for patience, understanding and, above all, a tremendous expenditure of time and breath. But if we will make the effort we will find our employees telling their friends they work "with" us rather than "for" us.

4. I do believe that each of our employees is entitled to expect from us that we shall give him the chance to make use of and develop his highest capacities and that we shall recognize his individual contribution to the common good.

In no area of our business is recognition of this right so vital as in our dealings with our superintendents and key personnel. What a tragic thing—yet how common it is—to see a company engage a good supervisor; pay him a good salary and then frustrate him at every turn by interference and meddlesome intervention. If we have 50 people working for us I believe we achieve the highest measure of success by permitting each of those 50 the fullest extent of individual initiative and decision compatible with the responsibilities that go with the particular job. Our task then be-

comes one of welding and blending each of these individual capacities into a unified effort toward a common purpose.

Recognition. So simple a thing. I know several operators and I am sure there are many in this audience—who make it a point to congratulate one or two employees every day for something they have done in the organization. I have heard this referred to as "mental wages." I like that phrase, "mental wages." Encouragement, praise, credit where credit is due, the personal interest of the boss, they all add up to the supreme individual desire to be appreciated.

Countless time and money have been spent in research among workers to prove that actual wages do not rank first in an employee's scale of values. They could have saved their money; there was an excellent employee manual already available and, as I recall it, one of its most emphatic sentences said "man shall not live by bread alone."

5. I believe in the right of each of our employees to fairness and justice in his relationships with his superiors.

My own experience has been that this is the single most difficult task we have to accomplish in our personnel program. I have seen employees do the most stupid, maddening and annoying things of which anyone could conceive two hands and one brain were capable. But I have never yet got them to admit they were wrong. By a mysterious and evasive process of reasoning, known only to them, they ultimately and invariably back me in a corner where I find myself defending management's part in the whole affair.

So fairness and justice become a little difficult of attainment when rights and wrongs are blurred. However, we must establish this principle in our plants, and all our employees must be made to feel that they will receive from us not only just decisions, objectively arrived at, but also a warm understanding which is lenient to small failings and tolerant toward human diversity.

I am very conscious that I have spoken in generalities. I have given you what in my opinion are the five main principles of any personnel relations program. The detailed application and interpretation of these principles must ever remain the sole and prized prerogative of the operator himself. In this way his plant then becomes, to an extent, a mirror of his own individuality and philosophy. So a plant acquires its own character, its own personality, and our whole industry is enriched thereby. # #

PROOF OF THE ARMSTRONG "UNIT TRAPPING" PUDDING



They say, "the proof of the pudding is in the eating." These plants have proved the Armstrong "Unit Trapping" pudding:

Sun-Ray Cleaners — 15% fuel saving and 15% production increase with unit trapping.

M. Wile & Co. — 14 tons of coal saved per month after unit trapping garment presses.

Eclipse Laundry and Dry Cleaning Co. — Unit trapping helps secure 100% increase in output with negligible increase in fuel cost.

ARMSTRONG UNIT TRAPPING CAN DO THIS FOR YOU:

1. Positively remove air and condensate from machines.
2. Make temperatures higher and more uniform.
3. Increase output.
4. Reduce heat loss.

Complete Unit Trapping details are given in Bulletin No. 1931. Fill out coupon below and mail for your free copy.

ARMSTRONG MACHINE WORKS

850 Maple St., Three Rivers, Mich.



SOLVENT FILTER AIR VENT



This reliable Armstrong No. 21 Air Relief Trap gives positive venting under filter pressure. Inner parts are chrome and stainless steel. It won't stick, bind or clog. For trouble-free air venting use Armstrong's No. 21 Air Relief traps. Send coupon for complete data.



CLIP TO COMPANY LETTERHEAD AND MAIL

ARMSTRONG MACHINE WORKS
850 Maple St., Three Rivers, Michigan

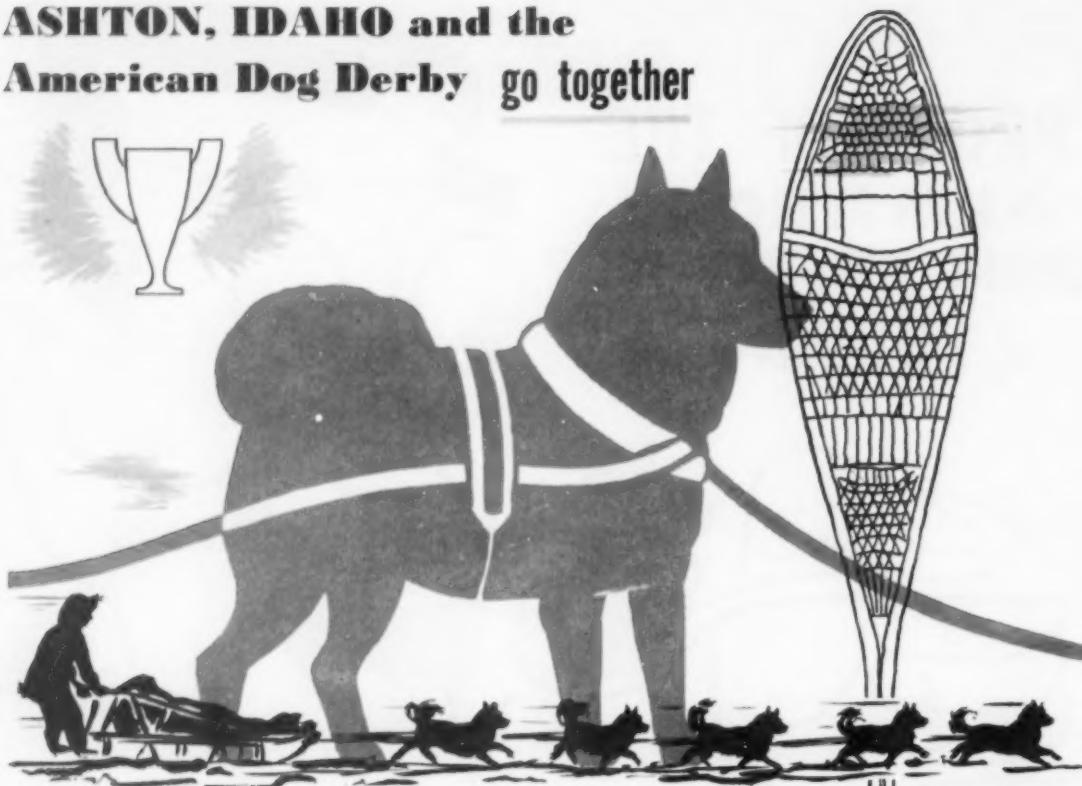
Please send me:

- ☐ Bulletin No. 1931
- ☐ Data on the No. 21 Solvent Filter Air Relief traps.

Name Please Print

Position

**ASHTON, IDAHO and the
American Dog Derby go together**



**LIKE STOD-SOL and the
STOD-SOL Test Bundle SERVICE**



Smooth sledding in any business depends on teamwork—and the team that has been tried and proven to be tops by progressive drycleaners throughout the country is Anderson-Prichard's famous product-and-service combination: Stod-Sol and Stod-Sol "Test Bundle" Service. Together, they provide the means to better workmanship, streamlined production and bigger profits. Ask your nearest Stod-Sol distributor for complete details.



**VISIT US AT OUR
N. I. D. CONVENTION
BOOTH NO. 179!**

PRODUCERS



REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

NEWS NOTES

IN THE TRADE

New Serdex Control

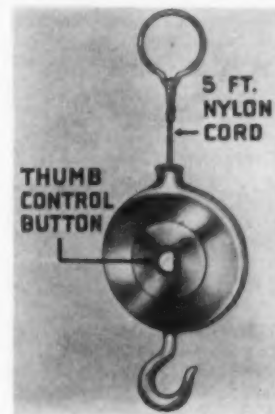


Serdex, Inc., 91 Cambridge St., Boston 14, Mass., has announced the addition to its line of solvent humidity controls of a new "Jet" model Solvent Humidity Gauge.

The new "Jet Serdex," the announcement states, works on any soap or solvent; at any charge system concentration; is non-electrical; presents no fire hazard, and is operated by pressure-line solvent, water or air. It has a direct reading dial and requires no charts or conversion tables.

The Serdex Solvent Humidity Gauges are sold through jobbers only.

Newhouse Reel Improved



Improvement of the Newhouse Reel Garment Holder has been announced by E. J. Newhouse of the Newhouse Company, Glendale, Calif. Mr. Newhouse states that it was necessary to withdraw the reel temporarily because of the shortage of certain needed materials.

The new 1954 Model Reel Garment Holder is an improved

design with a 5-foot nylon cord which operates on a spring reel enclosed in a die-cast housing. The touch of the thumb-control button, located in the hub of the housing, releases or retracts the nylon cord to any desired length.

The nylon cord has been subjected to a 200-pound test, Mr. Newhouse declared. The device, he stated, is the only "reel" garment holder on the market. It is available through Newhouse jobbers.

Detrex 200-Pound Unit



The largest machine of its kind available to the drycleaning industry—the high-production Detrex Ambassador—has been announced by the Detrex Corporation of Detroit.

H. R. Norgren, sales manager of the Detrex Drycleaning Division, said the new Ambassador was designed to bring synthetic solvent drycleaning within the range of big-volume operators.

"Ideally suited for power laundries and central plant operators, the Ambassador turns out more than 200 pounds of dry-weight cleaning per hour in regular, fully automatic cycles," he said.

Both the standard Detrex Process and the Detrex Two-Bath Process, for 3 to 4 percent strong soap solution, will be available with the Ambassador, Mr. Norgren said.

The rugged construction, durability and dependable performance incorporated in the design of the Detrex Coronet and Monarch machines have been retained in the construction of the larger Ambassador, Mr. Norgren declared. The Coronet has an 80-pound hourly capacity, the Monarch 120 pounds.

All three machines feature the Detrex divided-load principle in which solvent recovery takes place in a separate unit—

the Synth-O-Saver—without tying up the drycleaning equipment. This feature practically doubles production, Mr. Norgren states, with the added advantage of affording flexibility of installation to suit most any floor plan.

According to Mr. Norgren, Detrex drycleaning equipment has always had the highest rate of filtration and distillation per unit of cleaning, and the Ambassador will feature an ever greater rate. The still will have an hourly capacity of 120 gallons and the filters over 3,000 gallons per hour.

The new Ambassador is geared to handle three loads, totaling over 200 pounds per hour. Equipped with large loading doors, it can easily handle such bulky items as draperies and slipcovers.

Rassenfoss Describes Line

Rassenfoss Bag Company has just released a new sales promotion piece on Cedar Shield storage bags which gives a comprehensive, easy-to-read selling story on Cedar Shield in both the regular and the new de luxe styles.

The de luxe bag in a her-ringbone pattern, heavy kraft paper is available with the new no-fade window for safe, simplified garment inspection. Another feature is the heavy, gummed, noncurling bottom tapes that provide closure of the bag to assure positive protection.

Together with these nationally advertised bags Rassenfoss offers a complete Cedar Shield service including hanger covers, button tags and full-color easel display cards that are available free with every Cedar Shield unit.

For a copy of the new sales promotion folder and dealer price list, write to Rassenfoss Bag Company, Glenview, Ill.

New Fur Cleaning Product

The Supplies Division of the Walter Haertel Company has announced a new fur cleaning product that will be distributed under the trade name of "Fur Sheen."

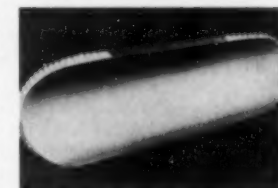
According to the manufacturer, this product has been designed with the drycleaner in

mind—enabling him to use his present equipment to obtain a superior fur cleaning job and still use the furriers' method of cleaning. Extensive tests made by the manufacturer, Haertel states, have proved that it is superior in the fur cleaning results obtained, more convenient to use and enables every plant to produce an exceptionally clean and uniform fur cleaning job.

Complete instructions provided with each shipment, according to Haertel, will eliminate the need for experienced personnel to handle the fur cleaning work and will enable the drycleaner to open up an entire new source of revenue by cleaning fur garments in his own plant without investing money in extra equipment.

Complete information can be obtained by writing to the Supplies Division, Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis, Minn.

New Hothead Grid Plate



L. Behrstock Co., 1708 S. State St., Chicago, makers of Gross Star Aluminum Grid Plates, has announced a new Hothead Grid Plate that transforms any regular pressing machine into a hothead finisher.

The plate, of solid, shiny, hard surface, comes in sizes and shapes to fit the heads of all pressing machines. As described by Behrstock, it slips on the head in mere seconds in place of the conventional grid plate and in far less than a minute a conventional finishing machine can become a hothead to handle hard-to-finish cottons, suedes, etc.

According to Alfred Behrstock, head of the company, this new development of its laboratories fills a long-felt want in the industry. He says, "Many plants do not have enough work for a full-time hothead press. Yet when there is finishing to be done that cannot be effec-

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

WHAT ARE YOU DOING ABOUT "DULL MONTHS"?

If your business is like most, you have a few months of the year when volume falls off.

Here's a BERLOU sales promotion tip that has helped many dry cleaners: Aim your cooperative BERLOU advertisement program toward the dull months, and get a DOUBLE BENEFIT.

One advantage is the EXTRA cleaning volume that comes in, for customers invariably have garments and other articles cleaned before they are treated with mothspray. The second is the profit you make from the BERLOU mothproofing service.

EXTRA BENEFITS

There's even a third benefit in the number of persons who identify you through advertising as the mothproofing headquarters in your community. They will remember you and come to you for this profit-making service.

And because BERLOU gives them a five-year guarantee with real make-good provisions in it, you'll make friends as well as customers, for this is an appreciated service.

WHAT WE DO

Berlou constantly conducts an aggressive national advertising program to support your efforts and win acceptance for Berlou Mothproofing Service.

We furnish mats and copy for your use in your local newspaper—advertisements that have proved profitable through wide use in many communities. We furnish business-building spot announcements if you prefer to direct your local promotion through radio stations. And Berlou shares the cost of this advertising on a basis we believe to be without equal in the mothproofing business.

We have a helpful bulletin, "How to Get the Most Out of Your Newspaper and Radio Advertising" that will help you make your cooperative Berlou advertising more productive. If you'd like a free copy, just drop us a card and ask for Bulletin TP-2.

THE BERLOU MANUFACTURING COMPANY
435 Monroe Street Marion, Ohio

Also: The Berlou Company (Canada) Ltd.,
London, Ontario, Canada

NOTE: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Use this coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a Free copy of "Berlou's Profit Builder Plan" without obligation.

Firm: _____

Address: _____

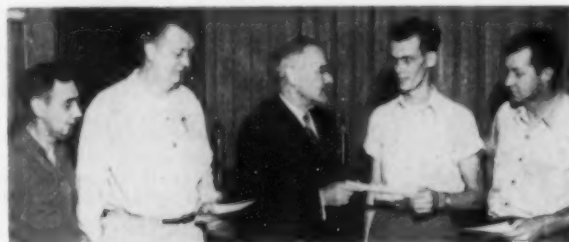
City _____ Zone _____ State _____

Signed _____

tively turned out with a regular press using a conventional perforated grid plate, it must be finished by hand or else the cleaner delivers an unsatisfactory product. With the new Gross Star Hothead Grid Plate, work calling for hothead finishing can be done merely by switching plates—a matter of a few seconds. The regular grid plate is then replaced in the press head for the balance of the day's regular work."

Information and prices on the new Gross Star Hothead grid plate are available from the manufacturer or jobbers.

American Presents Suggestion Awards



Left to right: Charles Nunn, Joseph Roling, H. W. Knox, Cincinnati factory manager, Morris Wisby and Earnest Newhouse

Four men received awards at the Cincinnati, Ohio, plant of The American Laundry Machinery Company recently, for the best suggestions submitted and the most accepted suggestions during the year 1953, in the annual suggestion contest.

Earnest Newhouse received the first grand award for the best suggestion submitted, and also took second-place honors for having the most accepted suggestions. His prize-winning suggestion dealt with the Automatic Unloading Washer which the company manufactures.

Morris Wisby received the second grand award. His suggestion was for simplifying construction of the Automatic Reversing Control used on laundry washers manufactured by the company.

Charles Nunn received the third grand award for his suggestion dealing with the dry-cleaning washer manufactured by the American Company.

Joseph Roling received the fourth grand award. A repeat performer for the third consecutive year in the suggestion contest, Mr. Roling's suggestion called for one universal drill fixture to do the work of 16 fixtures in the manufacture of the company's laundry washers. Mr. Roling also received first prize for the most suggestions turned in during the year.

Presentations were made by Harry W. Knox, manager of the Norwood plant. The contest, originated in 1929, drew over 1,310 suggestions for 1953, approximately 37 percent of which were accepted and used.

Emery Plans New Research Center



Emery Industries, Inc., Cincinnati, Ohio, has announced plans for a new \$800,000 building to provide larger quarters for all three branches of Emery research.

To be constructed of special brick, the two-story, L-shaped building will provide 30,000 square feet for 28 individual laboratories plus office facilities for those engaged in basic research, for the Develop-

ment and Service Department, and for the Chemical Engineering Group.

The entire basement section will contain plant-scale facilities for evaluating Emery products in use in the textile, plastics, rubber and chemical industries.

Among the facilities devoted to broad textile research will be special drycleaning equipment designed specifically for application research related to

Emery's Sanitone program. While Sanitone research has been carried out in pilot-plant equipment in Emery's present laboratories, and on a full-scale basis in several nearby commercial plants, these expanded facilities will collect in one section testing equipment which will make possible research on problems associated with textiles from manufacture to maintenance.

One interesting feature of a wing of the second floor is a combination library and conference room which, through sliding doors, can be extended into an auditorium completely equipped for visual presentations from blackboards to sound movies.

While the new building provides facilities for Emery's present research operations involving close to 100 people, the basic plan calls for the addition of wings so that, when completed, it will house 250.

Completion of construction is predicted by the end of 1954.

Westvaco Sales Agent for Food Machinery Divisions

Westvaco Chemical Division, with headquarters in Chrysler Building East, New York, will act as sales agent for the two newly formed operating divisions of Food Machinery and Chemical Corporation; that is, Westvaco Chlor-Alkali Division and Westvaco Mineral Products Division, it has been announced by Louis Neuberg, vice-president Chemical Divisions, Food Machinery and Chemical Corporation. Donald C. Oskin, previously assistant manager of sales, Westvaco Chemical Division, has been appointed manager of sales.

"Our announcement of the formation of these two new operating divisions may not have sufficiently emphasized the continuing responsibility of Westvaco Chemical Division for the sale of all Westvaco chemicals regardless of where produced," Mr. Neuberg stated.

Butler Announces Sales Appointments



WEBB D. MORROW



R. C. WOOLERY

The appointment of B. B. "Bart" Quirk as Cleaners Equipment district sales supervisor for the Butler Manufacturing Company, Kansas City, Mo., has been announced by Burrill O. Gottry, manager of Butler's Cleaners Equipment Division.

Mr. Quirk will be responsible for the sales activities of Butler's cleaning equipment in Iowa, Kansas, Illinois, eastern Wisconsin, Missouri and Indiana. He joined the Butler organization in 1948 and for the past five years has been its representative in Iowa. Previously he owned and operated his own drycleaning business.

The new Iowa representative for the sale of Butler's entire cleaning equipment line is Webb D. Morrow, Jr. Mr. Morrow received his Bachelor of Science Degree from the Uni-



B. B. QUIRK

versity of Kansas in 1950, and since then has been active in sales and sales management.

Mr. Gottry also announced

HEADQUARTERS FOR SUPPLIES AND EQUIPMENT

GARMENT RACKS SPECIAL...



PAINTED
RECONDITIONED
PIPE

6 ft. long, 5 1/2 ft. high with set of 3" rubber swivel casters.

\$12.50

UTILITY CABINET

- All Steel
- 4 Drawer
- Sectional
- Removable Drawer Dividers
- Safety Drawer Stop Eliminates Spilled Contents
- 10" Wide, 11 1/2" Long, 10" High
- Steel Gray Ripple Finish



\$6.95 each

6.25 lot of 4

F.O.B. N. Y.

FLUORESCENT LIGHTING

Fixture Using two 40 Watt Lamps

\$11.00

Check With Order

CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street

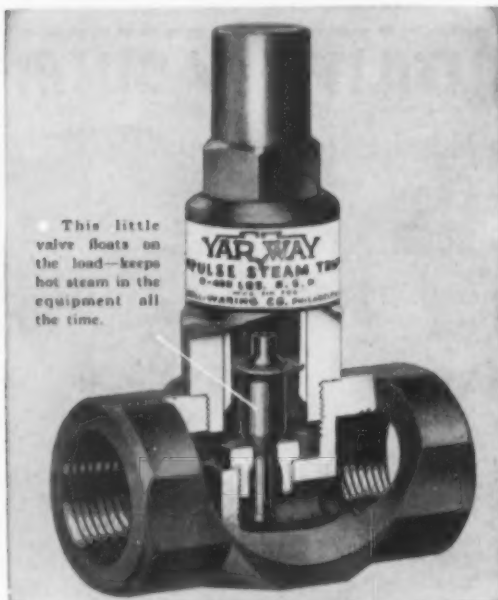
New York 7, N. Y.



THIS LITTLE VALVE CAN SAVE YOU MONEY

Your steam-heated equipment can turn out more production because of this little stainless steel valve.

It is the only moving part in a Yarway Impulse Steam Trap, and it floats on the condensate load. When steam is turned on, the little valve opens wide . . . discharges condensate and air continuously and brings the equipment to production temperature in the shortest possible time. After that, it passes, with a pulsating action, all condensate as it forms—keeps a maximum, steady temperature in the equipment. Result to you—more production per day.



This little valve floats on the load—keeps hot steam in the equipment all the time.

Other Yarway Impulse Steam Trap advantages—small size, low initial cost, easy installation, low maintenance, stainless steel construction, and quick availability from over 200 local industrial distributors.

Over 900,000 Yarways have been sold to nearly all industries. Write for free Yarway Trap Book T-1740.

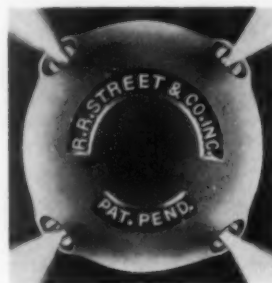
YARNALL-WARING COMPANY
138 Mermaid Ave., Philadelphia 18, Pa.

YARWAY / impulse
steam
trap

the appointment of R. C. Woolery, who will be responsible for the sale of Butler's cleaners equipment in northeast Texas and southern Oklahoma. For the past four years, Mr. Woolery owned and managed his own drycleaning business. He will have his headquarters in Dallas.

one year of operation in petroleum drycleaning plants throughout the country, it has proved itself to be an actual, workable reality. This "revolutionary" operation was made possible, according to Street's, through the development of a spray cluster which is mounted on the lid of the extractor.

Extractor-Rinse Birthday



Shortly over one year ago R. R. Street & Co. Inc. announced the result of an exhaustive research program. This announcement introduced the company's Extractor-Rinse Process (patent pending) to the drycleaning industry whereby the 4 percent two-bath process had been made practical for plants equipped with conventional washer and separate extraction equipment, without excessive handling of loads.

Before that announcement, Street's states, years of research had gone into the development of this process and now, after

Following the drycleaning operation in the 4 percent super soap solution, the garments are transferred to the extractor and subjected to normal extraction as in the past. After the extraction of the soap solution, volatile solvent is forced through the spray cluster—at a pressure—developing a fan shaped spray which provides equal distribution of the rinse solvent to the entire depth of the extractor basket. This insures uniform saturation and dilution of all non-volatile matter remaining in the fabrics following the extraction of the soap solution.

During 1953, Street's reports, 976 "conventionally" equipped petroleum solvent cleaning plants have converted to this process, thus proving conclusively that the Extractor-Rinse Process is a completely efficient and practical method by which most plants may have the opportunity of enjoying the many benefits of the 4 percent two-bath method.

Further information regarding adaptation of this method to your plant may be obtained from R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Sanitone Announces Personnel Appointments



JAMES F. McAULIFFE



RICHARD CALLAGHAN

Emery Industries, Inc., Cincinnati, Ohio, has announced the appointment of James F. McAuliffe as Sanitone engineer for the Oklahoma and Southern Kansas territory.

Mr. McAuliffe, who lives in Guthrie, Oklahoma, joined Emery Industries October 1,

1952. He had previously spent a number of years with drycleaning plants as a production manager and as store manager.

Richard B. Callaghan has returned to his post as Sanitone engineer in the Arizona, New Mexico and west Texas territory, it was announced. Mr.

Callaghan, recalled to duty with the armed forces in July 1951, spent more than two years with an armored division in Germany.

Distributors Organize

Several distributors of dry-cleaning and laundry supplies and equipment have joined to form Affiliated Laundry & Cleaning Distributors. This organization is designed to help the members give better service to the plantowner as well as to the manufacturers of supplies and equipment for the industry. All members of the group are also members of the LCATA, AIL and the NID.

At present the group includes the following companies: M. M. Baddeley, Inc., Pittsburgh, Pa.; William G. Fitzsimmons, Inc., Cambridge, Mass.; Norton & Williams, Inc., Westfield, N. J., and E. J. Rutherford & Co., Inc., Philadelphia, Pa.

Affiliated Laundry & Cleaning Distributors has published a catalog of laundry and dry-cleaning supplies and equipment. It contains a section of products carried by all members, and each member's edition also contains a list of products carried by his own firm.

International Promotes Buzard

W. C. Schumacher, vice-president of International Harvester Company, has announced the appointment of Ralph M. Buzard as manager of the company's motor truck sales department.

Mr. Buzard succeeds W. K. Perkins, who will become staff assistant to the vice-president, working on special assignments. Mr. Perkins has been away from active duty with the company for some time because of ill health.

A native of Ashland, Ohio, Mr. Buzard began his Harvester career in 1922 as a salesman at the company's Akron, Ohio, district sales office. After serving in various sales positions, he was transferred to the company's general office in 1937 as an assistant to the district managers. In 1938 he became assistant manager, Central region, and in 1940 he was appointed to a similar position in the company's Northwest region. Later that year he was appointed motor truck sales manager of the Northwest region.

In 1944 Mr. Buzard filled a similar position in the company's Western sales region,

and in 1946 he returned to Harvester's general office where he became an assistant manager of motor truck sales, the position from which he assumes his new responsibilities.

Nu-Pro Adds Three Sales Representatives



GEORGE J. SENTER



E. F. PATTERSON

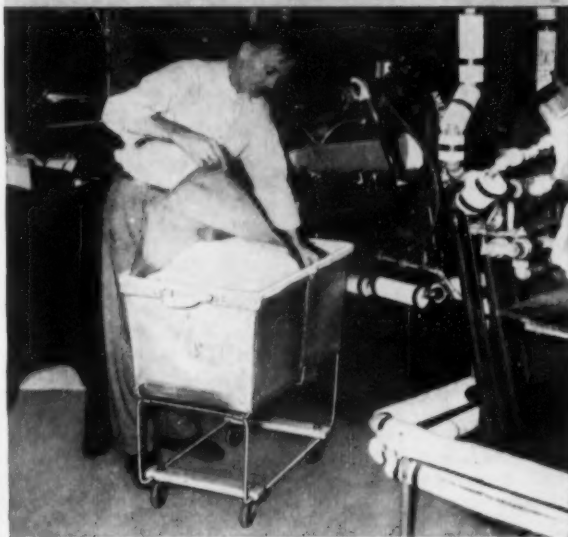


GEORGE LANG

Harold Kunz, Sr., president of the Nu-Pro Manufacturing Company of St. Louis, Mo., announced the addition of three new members to his sales staff at a three-day sales meeting

for the best in
CANVAS Elevated Trucks

LOOK FOR
Lane



Designed especially for transfer or storage of damp and starched work between extractor and finishing at shirt units or apparel presses—only this Lane Style 69LC Elevated Truck with flap incorporates all these quality features for long, dependable service at very low cost:

- Waterproof, mildew-resistant body of Lane duck impregnated with Vinylplastic.
- Attached flap cover of same material keeps work damp overnight without drying out.
- Light-weight, extra-strong, rust-resistant frame.
- Over-size casters for easy handling of any load.

MOST POPULAR SIZE

No.	Long	Wide	Deep	Total Height
4	30"	18"	16"	36"

Lane canvas baskets, hampers, and trucks are *built to take it, built to last!* There are other canvas baskets, but there is only one Lane. Always look for the Lane mark—to be sure!

See your Lane distributor or write . . . 5 0073

Canvas Basket Craftsmen Since 1894

Lane



W. T. LANE & BROS., INC., Poughkeepsie, New York

regarding expanding Nu-Pro sales.

George J. Senter, a graduate of the 73rd class of the National Institute of Drycleaning, will represent Nu-Pro in the Washington, D. C., area. Mr. Senter is well qualified for this position, having spent the greater part of his career in plants.

E. F. Patterson has been connected with the drycleaning industry since 1927 and has been a cleaner and plant superintendent for more than 20 years. For the past several years he has traveled the Southeastern states as sales and service representative for a manufacturer of drycleaning soap.

George Lang is well known to the drycleaners and laundry owners in the St. Louis area and is well qualified in his new position as sales representative for Nu-Pro.

has held various posts including that of general manager of Darco Corporation, now wholly owned by Atlas.

Aulen Retires



JOHN F. AULEN

The retirement of John F. Aulen, well-known Southern Sales Division manager of The American Laundry Machinery Company, Cincinnati, Ohio, has been announced. Mr. Aulen celebrated his fiftieth anniversary with the company November 25, 1952, when he was honored by his associates and

his many friends in the industry.

C. O. Knowlton, vice-president and general sales manager of the company, has appointed Mr. Aulen's assistant, Elmore A. Haney, as Southern Sales Division's new manager. Mr. Haney was first employed by The American Laundry Machinery Company in 1924. He has had wide field experience, including assignments connected with offices in Kansas City, St. Louis and Cincinnati.

A veteran of World War I, Mr. Haney volunteered for World War II and was com-

missioned Captain in the United States Army in 1942. His service included the European theater and Laundry Division of the Quartermaster Department. He left the service in 1946 as a Lieutenant-Colonel.

Mr. Knowlton also announced the promotion of Clarence W. Neu as assistant Southern Sales manager to take over Mr. Haney's present duties.

Mr. Aulen has been looking forward to his retirement and plans to spend his time working on his place at Indian Hill, Ohio.

Ruco Clinic at Pittsburgh Well Attended



More than 600 drycleaners in the western Pennsylvania area attended the annual demonstration and clinic sponsored by the Ruco Sales Company of Pittsburgh, Pa. The latest cleaning and laundry equipment was

featured, with demonstrations of Vic two-bath cleaning (4 percent soap with clear rinse), Excelsior silk finishing units, Forse Fold and Sleeve Master, Ajax presses and Adjusta-Form. Shown in the photograph,



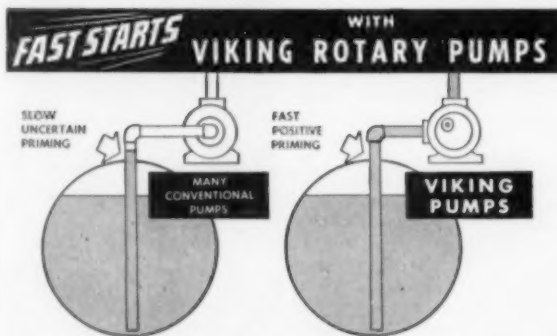
... that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings — for service, for pride, for profits.

Write, wire or phone for details and promotional material without obligation

General Dyeing Co.

MEMBER GARMENT DYERS GUILD OF AMERICA

818 Derman Street, Indianapolis 2, Indiana Phone Imperial 3445



It's the fast start and smooth, even flow that gets your pumping job done quicker and at less cost.

No slow, uncertain priming with Viking positive suction pumps. They prime themselves and go to work at once.

They also save on wear of valves and meters. No sudden jar and spasmodic delivery.



Investigate the smooth, even flow of Vikings today. To start, ask for bulletins 800Q and 803Q.

VIKING PUMP COMPANY

CEDAR FALLS, IOWA

See Our Catalog in S.W.E.E.T.



SOAKS OUT STAINS WITHOUT RUBBING

Harsh rubbing and scrubbing of stains is harmful to clothes, breaks down the fibers and weakens the fabric.

With Solvink, the special purpose spot remover, you don't rub or pound. Solvink "soaks-out" stubborn spots in seconds, actually protects fine fabrics as it cleans.

And Solvink is guaranteed safe for all fabrics and fast colors when used according to directions.

SPOTTING MAGIC FOR INK, RUST, PAINT, BLOOD STAINS

Order Solvink from your jobber or write for free sample (Dept. N24).



And you can use these companion products profitably, too—

• **TANSOL**—for Tannin Stains • **IODASE**—for Iodine Stains
• **GREENZYME**—Digestant • **SIZ-IN**—Hot Size

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087 Greenville, S. C.

left to right, are clinic attendants Gary Miller and Mr. Wertz of Wertz Cleaners, York, Pa.; Oscar Victor, vice-president, Vic Cleaning Machine Company, and Bud Fahey, representative for R. R. Street & Co. Inc.

Defrex Names Stoddard



A. W. STODDARD

A. W. Stoddard has been named director of public relations and advertising by the Defrex Corporation of Detroit, manufacturer of drycleaning machinery, industrial metal-cleaning equipment and chemi-

cals. Mr. Stoddard formerly was director of advertising and assistant to the executive vice-president for the Syncro Corp. of Oxford, Mich., manufacturer of power tools and electronic equipment.

Butler Promotes Edlund

Harold A. Edlund has been promoted to the post of general sales manager of the Butler Manufacturing Company, Kansas City, Mo., it has been announced by Glen C. Speakman, vice-president in charge of sales.

Mr. Edlund joined Butler in 1952, and has been assistant general sales manager. A graduate of the University of Pennsylvania's Wharton School, he has served in various sales manager positions, interrupted only by World War II during which he was aide to General Brehon Summervell in the Supply Service branch of the General Staff Corps.

In his new position, Mr. Edlund will direct sales efforts of all the Butler product divisions, including drycleaning equipment, and the sales subsidiary companies, Butler Pan-America and Butler International Company.

Buckeye Appointment



JOHN CONRAD

The appointment of John Conrad as Western representative for Buckeye drycleaning products made by Davies-Young Soap Company has been announced by John R. Young, sales manager of the Drycleaning Division.

Mr. Conrad has owned two drycleaning plants, and was also associated with a Los Angeles soap company for eight years.

Mr. Young pointed out that Mr. Conrad, a graduate of the

National Institute of Drycleaning, has the knowledge and experience to aid cleaners in installing Buckeye's 4 percent Single-Bath, Clean-Charge, Lint-Free system that has been in actual plant use for 14 months.

Mr. Conrad will make his headquarters in San Francisco.

Haertel Appointments

Lee Barker, sales manager of the Mechanical Equipment Division of the Walter Haertel Company, Minneapolis, has announced two appointments.

Paul Ceynowa has a territory extending from Michigan through Ohio, the Carolinas and Florida. Mr. Ceynowa is a graduate of the University of Minnesota in Business Administration and recently had charge of a training program for Standard Oil Company.

Kenneth M. Strom will represent the company in the states between Minnesota, Louisiana and Texas. He is a graduate of Gustavus Adolphus College.

Both men have taken extensive training at the Haertel plant and are well qualified, Mr. Barker states, to advise prospective owners of storage

DON'T RISK GARMENT LOSS!

ATTACH TAGS THE SAFE, SECURE WAY . . .

USE THE
ARROW
PLIER-TYPE
STAPLER



See us
at the
N.I.D.
CONVENTION
Feb. 12-14
Wash., D. C.
—Booth 323

- Tags stay secure to garments under the most rigid cleaning conditions
- You save on tag costs—50% cheaper than prong tags

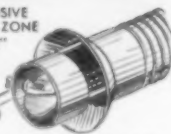
ARROW FASTENER COMPANY, INC.
ONE JUNIOR STREET, BROOKLYN 12, N. Y.

NOW—A LOW-COST WAY TO PROVIDE FRESH AIR TO EACH MACHINE OPERATOR



The NEW
National
"PERSONALIZED"
COMFORT ZONE
VENTILATING
SYSTEM

THE EXCLUSIVE
COMFORT ZONE
"SELECTOR"



Patents Applied For

The answer to "air conditioning" for the dry cleaning industry. This simple, efficient system takes fresh air from the out-of-doors directly to each machine. Comfort zone "Selectors" permit each operator to adjust the air flow from a gentle curtain of fresh air to a cooling blast, from any direction, to form an air barrier from the heat, fumes and steam.

Comes complete, there is nothing else to buy. Includes motor, blower unit, selectors and necessary ducts and tubes. Only \$685.00, for 5-"Selector" System, F.O.B. factory.

Write today for complete information

The National System of Garage Ventilation, Inc.

World's Largest Manufacturers of Garage Ventilation Equipment
140 W. WILLIAM ST., DECATUR, ILLINOIS

vaults and for cleaning equipment as to their requirements and operations.

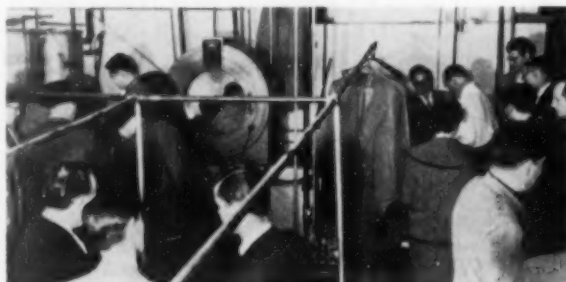
Pennsalt Consolidates Activities

George B. Beitzel, president of the Pennsylvania Salt Manufacturing Company, Philadelphia, has announced the consolidation of its personnel and public relations activities under the direction of Fred C.

Abbott, manager of personnel and labor relations since 1947. The redesignated office will be known as the office of industrial relations.

Dr. W. Austin Bishop, director of training and employee publications, was named manager of public relations. He will succeed Cleveland Lane, who recently resigned to accept a similar position with the Manufacturing Chemists' Association, Washington, D. C.

Detrex Holds National Open House



The nationwide "open house" by Detrex Corporation on November 1, 1953, to demonstrate its two-bath process was an overwhelming success, reports H. R. Norgren, general sales manager for the Detrex Drycleaning Division. About 3,000 plantowners, representing 10 percent of the industry, attended the operating demonstrations, successfully organized on a national basis for the first time.

The nationwide open house featured demonstrations of Detrex installations in plants in 33 strategic locations throughout the United States. The

event was widely publicized through ads in all major trade journals and personal letters of invitation to every non-Detrex plant in the country, followed by phone calls and personal contacts by the company's sales representatives.

In spite of bad weather in some regions, over-all attendance was extremely good, Mr. Norgren declared, with some drycleaners traveling up to 300 miles. Representatives of the Detrex home office or its distributors' staffs were on hand at each location to answer questions and supervise the demonstrations.

PEOPLE AND PLACES

NORTH CENTRAL



An expansion and improvement program has been completed at DeLuxe Dry Cleaners, 2700 Bay, Saginaw, Mich. Additional facilities include a new shirt laundry, owner Kenneth R. Peaslee announced.

Edgewood Dry Cleaning has been opened at 3116 State Rd., Ashtabula, Ohio, by Ronald and Robert Severa.

Don Early, owner of Suburban Cleaners, Independence, Mo.,

is now operating in his new plant at 11414 E. 23rd St. New equipment has been installed.

Klean-Rite Cleaners has been opened at 408 N. Seymour St., Sullivan, Ill., under the management of Don Reedy.

Fulda (Minn.) Cleaners has moved to new quarters. Owners Mr. and Mrs. Balt have installed new finishing equipment.

Charles Dunn, Sr., owner of Dunn Cleaners, Inc., 412 East St., Springfield, Ohio, has announced opening of a shirt laundry in a new building at 1722 N. Limestone St. The new plant and branch drycleaning office will be managed by Charles Dunn, Jr.

Mr. and Mrs. Joseph Adamowski held an open house to celebrate completion of a remodeling program at the plant of Salzberg Cleaners, S. Erie Ave., Bay City, Mich.

The newly built and equipped plant of Ready Cleaners has been opened by Frank Wilhite on Water St., Montezuma, Ind.

A branch of **Glenview (Ill.) Cleaners**, 1803 Waukegan Rd., has been opened in the Canfield-Talcott Shopping Center. Owners of the firm are E. C. Stern and his son, E. H. Stern.

The **O.H.D. Corp.** is building a drycleaning plant at 1985 Section Rd., Cincinnati, Ohio.

Management of **Me-Too Cleaners**, Grundy Center, Iowa, has been taken over by James Dolan.

Clair Christensen, owner of Flora (Ill.) Cleaners, has purchased a building on E. North Ave. which he plans to remodel for larger facilities.

Riverview Cleaners, Inc., held a grand opening for its expanded and remodeled plant at 2220 N. Gettysburg Ave., Day-

ton, Ohio. Emil Frankowitz, secretary-treasurer of the company, announced that it had also remodeled its branch at 232 Lexington Ave.

Service Dry Cleaners, Cloquet, Minn., has been purchased by E. O. Jensen from C. A. Heiner.

Frank E. Suverkrup has announced beginning of work on a new plant for Benzol Cleaners, Inc., on Central Ave. and 25th St., Columbus, Ind. The plant will be newly equipped and will include a rug cleaning department and storage vault.

Castell Cleaners, owned by Clarence Arkema, has opened a new plant at 9811 Southwest Highway, Oak Lawn, Ill.

LaFrance Dry Cleaners, Youngstown, Ohio, plans to open a store in a new shopping center at Garland Ave. and McGuffey Rd.

Anoka (Minn.) Dry Cleaners, owned by Sam Hymanson and Arthur Steinfield, will have a new building addition and additional new equipment.

Waynetown (Ind.) Cleaners has been sold by Robert Cronkhite to Dan Comingore.

Cadet Cleaners has been established by Henry P. and Kenneth C. Emmerichs at 1138 W. Mason St., Green Bay, Wis.

Laura's Cleaners has been opened by Laura L. Byrnes at 7905 S. Narragansett Rd., Oak Lawn, Ill.

Perfect Cleaners has opened a new store and plant at 2023 N. Main St., Dayton, Ohio. Owner Bob Matejovsky announced that all the latest equipment has been installed.

New cleaning equipment has been installed at Lefoldt and Lyon Cleaners, 9748 Southwest Highway, Evergreen Park, Ill. The business is owned by William Lyon and L. W. Lefoldt.



City Cleaners has opened in a new location at 69 Main St., Amesbury, Mass.

The **Verbeyst drycleaning business** has completed an addition

to its building on Tulane St., Princeton, N. J., and installed new equipment. The business was founded 54 years ago by Frank Verbeyst and is now operated by his son, Louis.



SNA-PON...STAYS ON
Approximately 1/2" round — packed 2500 to carton. Carton size is 25" x 16 1/2" x 16 1/4". Shipping weight 40 lbs.

Packed with VALUE—The Famous SNA-PON Trousseau Guard

Preferred because it's **5 WAYS BETTER:**

- 50% Easier to Thread
- Snaps on any Standard Hanger
- Heavy Construction Assures Rigidity
- Tubular Shape Holds Firm
- Just Slide On and Press Down

Sna-Pon Drapery Saddle Carries the Load. Fits any standard drapery hanger. Specially packaged for compact storage.

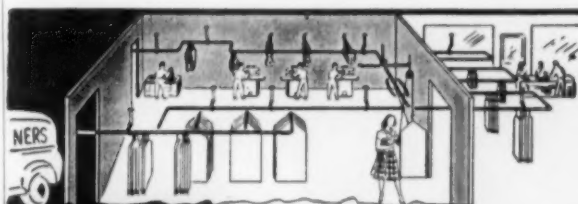
NOTE: With production at capacity, all orders will be filled in the order received.

Contact your jobber, please.



TILLERY CONTAINER CO.

6000 WILSON AVE. KANSAS CITY 23, MO.
Manufacturers of Quality Trousseau Guards



SAVE UP TO 50% on HANDLING COSTS

FREE BOOKLET SHOWS HOW!



FREE!

ILLUSTRATED INSTRUCTION FOLDER

Simple installation procedure shown step-by-step! Shows how you can install-it-yourself, using wrench and screwdriver.

White

CONTINU-RAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 3/4" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Free planning service!

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Without any obligation to me, please send complete information on CONTINU-RAIL Overhead Rail Systems.

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14th St. & Lafayette Ave., Kenilworth, N. J.

VIC'S

GREATEST PREVUE!

FEATURING THE MOST STARTLING ADVANCE IN THE CLEANING INDUSTRY

STRONG SOAP RINSE-UNIT

VIC EQUIPMENT IS FULLY AUTOMATIC

IT TAKES

- NO VACATIONS
- NO SICK LEAVE
- NO LAY-OFFS

VIC EQUIPMENT IS ALWAYS ON THE JOB!

VIC Units from \$2850 and up!
Also available in 140° F. Units

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EXPERIENCED SINCE 1928

VIC CLEANING MACHINE CO.
1011 HARTFORD AVENUE, HARTFORD, CT 06103
Sales and Service at all Principal Cities of the United States

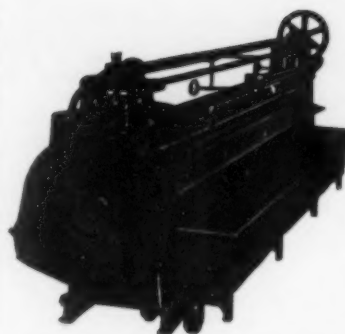
DIP-O-MATIC

WATER REPELLENT DIP TANK

Finger tip control.
ZIP—it's up and loading. ZIP—it's down and agitating. ZIP—it's up again. With the DIP-O-MATIC water repelling of garments is profitable business!

Write for catalog and prices.

Hopkins
EQUIPMENT CO.
HATFIELD, PA.



The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO.

CAMBRIDGE CITY
• INDIANA •

A business certificate has been filed for Modern Cleaners & Dyers, 616 Beltzhoover Ave., Pittsburgh, Pa., by Bernard J. Guerry, Edward J. Capozzi, Norman Boodman and Frank E. Simon.

De Luxe Cleaning and Laundry, Inc., has been incorporated at St. Albans, W. Va., by Pete Surreet, Daniel and Beuna Strait.

Theodore Belisle, president of Parisian Cleaners, Inc., 84 Front St., Woonsocket, R. I., has announced plans to open a plant in Wakefield Center.

Fair City Cleaners & Dyers, Fair Lawn, N. J., has moved to 88 Lenox Ave., Dumont.

Empire Cleaners, Gage and Park Sts., Bennington, Vt., has been bought by Emmet Barber from the estate of George Levine. Mr. Barber has been

manager of the plant for the past year and a half.

Adelphi Cleaners has moved to a new drive-in plant at Nassau and Warren Blvds., Garden City South, N. Y.

George, Victor and Albert Zucco have filed a certificate for operation of Delmont Cleaners, 3029 W. Liberty Ave., Pittsburgh, Pa.

A new drycleaning unit has been installed by Richard Bergdorf at Bergdorf Cleaners, First St., Liverpool, N. Y.

A new Jess White drive-in drycleaning plant was recently opened on Sunrise Highway, Valley Stream, N. Y.

Sidney Holtzman and Harry Rabanowitz recently held the grand opening of One-Hour Duro Cleaners at 1120 11th Ave., Altoona, Pa.



SOUTH WEST

Polly's Cleaners, Ft. Bragg, Calif., has been sold by Penti Wuori to Mr. and Mrs. Gerald McGlue.

Ralph Torigian has announced a complete remodeling job at Ralph's Cleaners, 71 Templeton Ave., Daly City, Calif.

The second San Antonio, Tex., store of Glo-Cleaning System has been opened at 617 Bandera Rd. The stores, operated on a franchise basis, are under the direction of Cleaners, Inc., 3707

Broadway, R. E. Conrad is president, L. B. Billingsly vice-president and J. S. Latta secretary.

Fashion Tailors, Cleaners and Laundry has been opened by Rocco Freda at 207 W. Main, Florence, Colo.

Estates Cleaners has been opened by Mr. and Mrs. John Bobu in Concord, Calif.

W. B. Fishburn Cleaners, Inc., Fort Worth, Tex., has opened

TEXTILE EQUIPMENT FOR MODERN, EFFICIENT IDENTIFICATION



TAG-O-LECTRIC

Makes, marks and power staples temporary identification tags in one operation. Models for all laundries and cleaning plants.



RIBBON-RITE MARKING MACHINE

Clean, sharp, indelible ribbonized marking. No inking grief. Always ready for use.

TAG-O-MATIC

Makes, marks and stacks tags. Any code in numbers and letters up to 10 characters.



Genuine TAG-O-LECTRIC FIBEROLL

The only tag roll that carries operational guarantee for Tag-O-lectrics and Tag-O-Matics, No. 1 and No. 1/2 sizes.

TAG-O-LECTRIC STAPLES Rust-resistant or rust proof. Made for power, precision stapling.

WRITE for "FREE BOOKLET" TEMPORARY IDENTIFICATION for LAUNDRIES
TEXTILE MARKING MACHINE CO., Inc. 246 WALTON ST. ST. LOUIS 2, MO.

its fifth neighborhood location, in the Fair-East Shopping Center, 4705 E. Lancaster.

Peter's Cleaners has been opened at 8307 Santa Monica, Los Angeles, Calif., by Etomer and Estelle Fishman.

W. C. Troutt has announced plans to open No-D-Lay Cleaners in conjunction with the Bendix Automat Laundry, 165 W. Panhandle, Slaton, Tex.

Jack Wright, owner of Paul's Cleaners, 312 Tennessee St., Vallejo, Calif., has opened his fourth branch, at Fourth and Brown Sts., Napa.

Duval Cleaners, San Diego, Tex., has installed a hat department, owners M. E. Trevino and Trinidad Soliz announced.

Artercraft Cleaners, 4836 1/2 S. Huntington Dr., El Sereno, Calif., has been sold by Mrs. Marie Wert to Herbert Stoner.

Herbert Coons, owner of Herbert's Cleaners and Dyers, Santa Rosa, Calif., has purchased a shoe repair shop in Fettes Hot Springs, which he plans to modernize into a drycleaning plant.

Model Cleaners, Kermit, Tex., has been opened in a new building under the management of Claude Moore.

Orland (Calif.) Cleaners has been sold by Mr. and Mrs. A. E. Dumas to Ted Haggard.

Joe Hudson has bought Vogue Cleaners, Whitaker Bldg., Carthage, Tex., from Willie B. Whitaker, and has renamed it Hudson's Vogue Cleaners.

Ace Cleaners, 7026 Foothill Blvd., Tujunga, Calif., has been bought by Mr. and Mrs. Jerry Vaught.

Long's Cleaners, Perris, Calif., has been sold by Bob Long to W. E. Ellis.

Haines Cleaners, San Antonio, Tex., has opened a station at 3121 West Ave.

Mr. and Mrs. Vaughn have opened a new cleaning establishment at Frontier Village, Carmichael, Calif.

Savetz Cleaners and Tailors, 1008 Fair Oaks Ave., South Pasadena, Calif., which is celebrating its forty-first year, has added new finishing equipment.

DOMINION of CANADA



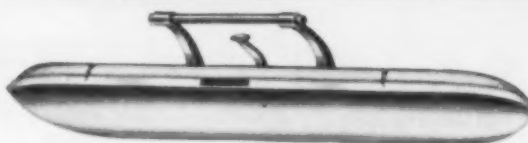
A new plant for Veterans Dry Cleaners, owned by Miodrag Milenkovic, is under construction at Railway and First Ave. W., Swift Current, Sask.

Also at Swift Current, Sask., W. N. Jeffries is having a drycleaning plant built on First Ave. E.

Damage estimated at \$2,000 was caused by a fire, attributed to faulty wiring, at Wright-Way Cleaners Ltd., 1480 Second Ave., Prince George, B. C.

Harold Mews has announced plans to open a new drycleaning plant at Elizabeth Ave. and Portugal Cove Rd., St. John's, Nfld.

Make ANY press a HOTHEAD in just 16 seconds



Companion product to famous Gross Star Aluminum Grid Plate—the plate that needs no liner.

Every press in your plant can now do double duty—Regular pressing and hothead pressing—switch from one to the other and back again in a matter of seconds.

No need for special machinery—just flick a new GROSS STAR HOT-HEAD GRID PLATE on your press—handle hard-to-finish cottons,

suedes, etc. Zip it off and put on a regular Gross Star Grid Plate for woolsens, silks and general pressing. Finish EVERYTHING in the plant on one press.

Gross Star HOTHEAD solid surface fits all press heads—made of hard, shiny long-lasting Starium, a special alloy that holds heat, gives a beautiful finish, saves you many dollars in expensive installations for relative pennies.

PRICES

Up to 46"\$14.85
Mushroom\$11.00
Over 46"\$19.25

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about Gross Star Hot-heads and Gross Star Aluminum Grid Plates

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MFG. BY L. BEHRSTOCK CO. TEL. 1708 S. STATE ST. CHICAGO 16, ILL. DANUBE 6-8022

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COST AS LOW AS 77¢ per ft.

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the Qualitex® name
is your guarantee



THE PAD WITH LONGER LIFE

The press pad that is engineered to deliver better pressing at low padding cost. Guaranteed for 4 months.

Qualitex filter bags

ALL FILTER BAGS GUARANTEED NOT TO SHRINK

Qualitex filter bags are available in either Cotton Duck or Nylon. Both are pre-shrunk and can be safely laundered and are designed to fit properly. All bags

sewn with Nylon thread. Nylon bags not only outlast Cotton bags, but permit a more thorough "back wash," thus eliminating frequent bag changing.

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Clean Clothes Last Longer Clean Clothes Last Longer Clean Clothes Last

Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist and GROUP ORDERS are LOCKED

into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are faster and easier to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

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LEADING LAUNDRIES
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STOP HUNTING FOR FUGITIVES AND STRAYS!

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- GREATER INK SUPPLY
- WON'T WASH OUT
- WON'T DRY OUT
- DARKER, CLEARER MARKINGS
- WRITES SMOOTHLY ON FABRIC OR PAPER
- DISPOSABLE... NO REFILLS

39¢

#329
6 1/2" LONG

Thru your Jobber or write direct giving Jobber's name.
SAMUEL TAUBMAN & CO., 1 West 34th St., Dept. N, New York 1, N. Y.

NORTH WEST

Dixon's Cleaners, Forest Grove, Ore., has been sold by Mr. and Mrs. Norman D. Dixon to C. E. Stenquist and A. F. Stiffler.

Mr. and Mrs. William Orr have purchased Pohlman's Cleaners, Multnomah, Ore., from Walter Pohlman.

Harold Reed, owner of Reed Cleaners, Fargo, N. D., has completed expansion of the plant at 20 13th St., N. The Reed firm, which will mark its twentieth anniversary in April, plans to open stations at West Fargo and Castleton.

Marion (Ore.) Cleaners has been purchased by Ruth and Oz Best, who have installed new

equipment and redecorated the interior.

Crown Cleaners has been established by Gene Ryan and Howard James at 1075 B St., S.W., Ephrata, Wash.

A remodeling and expansion program was recently completed at Dral Cleaners, 1623 S.E. Bybee, Portland, Ore., by owners Lloyd and Elsie Fleetwood.

Operation of Nu-Way Cleaners, 1708 Sixth St., La Grande, Ore., has been taken over by Leonard C. Craig, upon dissolution of the partnership of Mabel I. and James P. Walter and Ina Mae Hamilton.

SOUTH EAST

H. & W. Cleaners has been established at 107 N. Third St., Williamsburg, Ky., by Mr. and Mrs. Herbert E. Wilson.

Shell's Odorless Cleaners has been opened by C. T. Ford and Lucas A. Lucas at 5791 N.W. Seventh Ave., Edison Center, Fla.

Hueytown (Ala.) Cleaners, 2058 Cherry Ave., was destroyed by a recent fire which was attributed to a hot smokestack igniting an attic joist. Damage was estimated at \$15,000 by Thomas B. Flynn, the owner.

Robert L. Land, owner of Dallas Dry Cleaners, Gastonia, N. C., has opened Starbright Cleaners in the Akers Center on Wilkinson Blvd.

A drycleaning plant at 810 Memorial Highway, Tampa, Fla., has been leased by S. S. Izzedin.

Some new equipment has been installed at Hayden's Dry Cleaning Works, Inc., 165 N. Main St., Harrisonburg, Va., it was announced by George B. Smith, president of the firm.

NO LINER NEEDED with GROSS STAR ALUMINUM GRID-PLATES



up to 46" \$14.85
mushroom... 11.00
over 46" 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

GROSS STAR GRID PLATE for Better Pressing
MFG. BY
L. BEHRSTOCK CO. TEL.
1700 S. STATE ST. CHICAGO 16, ILL. DANUBE 5-5032

OBITUARIES

Henry W. Lipman, 63, secretary-treasurer of the Victory Dry Cleaning Co., Cincinnati, Ohio, died recently. He had been a member of the company 25 years, and was also prominent in amateur athletics. Mr. Lipman is survived by his widow, a daughter, a son and a sister.

Sam Maglaris, 63, owner of Crescent Cleaners, Evansville, Indiana, died recently of a heart ailment. He was a member of Elks, Kiwanis, Central Turners and other fraternal and service organizations, and was named an honorary officer of Boys' Town in Nebraska in recognition of his support. Mr. Maglaris is survived by his wife, two daughters, three brothers and two sisters.



Porter J. Richards, until recently general sales manager of the Washex Machinery Corporation, of Brooklyn, New York, passed away on November 30. For over 30 years he was a familiar figure in the drycleaning and laundry industries, and had been previously associated with The American Laundry Machinery Company, Troy Laundry Machinery Com-

pany and the Sanitone Division of Emery Industries, Inc. At the time of his death he was planning to join Ciangio Advertising, Inc., Montclair, New Jersey.

Winfield Scott Rothery, 72, owner of Rothery Cleaners in Omaha, Nebraska, died recently of a stroke. He started in the cleaning business in 1908 as a partner in the French Dry Cleaning Works, which he sold in 1926. In 1931 he opened the firm in which he was active up to the time of his death. He was also active in civic and trade association affairs. Mr. Rothery is survived by his son, Homer, who has been associated with him in operation of the cleaning plant.

William F. Schwartz, 67, owner of the Progressive Dry Cleaning Co., Cleveland, Ohio, died recently. He is survived by his wife, a son, a daughter and two grandchildren.

S. Robert Weirich, 51, owner of the Universal Dry Cleaning Co. of Massillon, Ohio, for 27 years, and also mayor of

Managers who know better value



specify

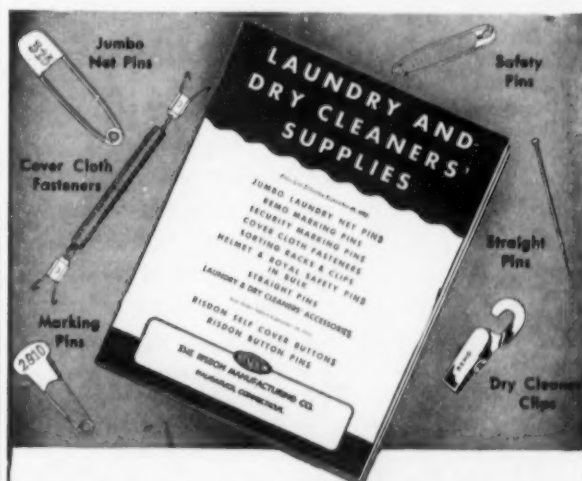
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canvas trucks

baskets, hampers, extractor covers
and bags
from their dealers!

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FLEXIBLE SEQUENCE TIMER

Easily replaceable plastic formula chart—up to 55 minute maximum duration—full manual operation also provided—complete flexibility, manual switches enable operator to overrule chart—Miltrol signals with light and buzzer at end of washing cycle, operator need only add supplies. Washer shuts off at signals to prevent wear on garments.

See your distributor or write today for complete details

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LOCK OUT those TAG LOSSES!

If faulty tags are costing you money in garment replacements, wasted labor and customer irritation, do what hundreds of America's most efficient plants are doing—insist on

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Every lot of Permafiber is tested for durability and color fastness by the American Institute of Laundering.
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Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

Massillon for the past 12 years, died November 29 of a heart ailment. In addition to his political activities, Mr. Weirich was on the executive board of the local Red Cross Chapter and of the Massillon Boys Club, was a member of Masons, Rotary, Odd Fellows, Moose, Eagles and Elks, and during World War II supervised the defense programs of his community. He is survived by his wife and a son.

MEETINGS SCHEDULED

- February 11, 12, 13 and 14—National Institute of Dry-cleaning, Annual Convention and Exhibit, National Guard Armory, Washington, D. C.
- February 19, 20 and 21—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, Joint Annual Convention, Fontenelle Hotel, Omaha, Neb.
- February 25—New Jersey Laundry and Cleaning Institute, Annual Convention, Essex House, Newark.
- February 26 and 27—Utah State Cleaners Association, Annual Convention, Newhouse Hotel, Salt Lake City.
- March 4, 5 and 6—Mid-West Cleaners & Launderers Association, Annual Convention, President Hotel, Kansas City, Mo.
- March 20 and 21—Connecticut State Association of Cleaners and Dyers, Inc., Annual Convention, Stratfield Hotel, Bridgeport.
- March 25 and 26—Texas Laundry and Dry Cleaning Association, Annual Convention, Driskill Hotel, Austin.
- April 7 and 8—North Carolina Association of Launderers and Cleaners, Inc., Annual Convention, Battery Park Hotel, Asheville.
- April 27, 28, 29 and 30—Laundry and Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association, Joint Annual Convention, Broadmoor Hotel, Colorado Springs, Colo.
- May 7 and 8—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Annual Convention, Hotel Florence, Missoula, Mont.
- May 7 and 8—Oregon State Dry Cleaners Association, Annual Convention, Columbia Athletic Club, Portland.
- May 8—New Hampshire Laundry and Dry Cleaners Association, Annual Convention, Hotel Moody, Claremont.
- May 13, 14 and 15—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Spokane, Wash.



FAMOUS LAST WORDS:

“it may never happen”

True—and let's hope it never does. But the moment when we're least expecting it would be the best moment for an aggressor to attack. And the atom bomb isn't the only emergency that may hit us. Fires, floods, explosions, tornadoes also strike with little or no warning. Be ready for disaster, whatever form it takes. Do these simple things **TODAY**:

☐ Enlist the help of your local Civil Defense Director.

☐ Check contents and locations of first-aid kits.

☐ Send staff to Red Cross courses. They may save your life.

☐ Promote preparedness in your community. Your local CD Director can show you how.

Set the standard of preparedness in your plant city—check off these four simple points NOW.



NATIONAL CLEANER & DYER



NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. REpublic 9-3016. 5814-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

WELL-ESTABLISHED SOLVENT PLANT in OHIO, county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. ADDRESS: Box 5244, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT in Milwaukee, Wisconsin. Established 20 years. Wholesale and retail. \$100,000 yearly volume. Well-equipped solvent plant, located in center of fast-growing territory; includes machinery, delivery equipment, 60 x 120 building and additional land for expansion. Price \$60,000. ADDRESS: Box 5733, NATIONAL CLEANER & DYER. -2

FOR SALE—EAST ST. LOUIS, ILLINOIS—Cleaning plant and real estate. Modern cleaning and finishing equipment. 2 trucks. \$90,000 annual volume; 90% cash-and-carry; 10% wholesale; 2 branch stores; real estate consists of 2-story L-shaped brick building on lot 79 x 140'. Up-to-date living quarters over office. For information write: ART FAUSS, REALTOR, 1270 STATE STREET, EAST ST. LOUIS, ILLINOIS. 5777-2

Modern solvent plant in northwest Wyoming. New and nearly new equipment. \$50,000 year volume. Terms. Guaranteed lease on building. Ideal climate, good hunting and fishing. ADDRESS: Box 5776, NATIONAL CLEANER & DYER. -2

Florida, West Coast, solvent plant. Beautiful building, 85% cash-and-carry. Gross \$3,500 a month. \$45,000. Terms. ADDRESS: Box 5778, NATIONAL CLEANER & DYER. -2

FOR SALE:—ARIZONA'S FINEST AND MOST MODERN DRYCLEANING PLANT. DOING BIG BUSINESS, SHOWING BIG PROFITS. WILL SELL OR LEASE REAL ESTATE. TERMS TO THE RIGHT MAN. ADDRESS: Box 5797, NATIONAL CLEANER & DYER. -2

MIAMI, FLORIDA—Plant, grossing \$60,000 annually, very reasonable. Terms. Ideal setup for two. ADDRESS: Box 5798, NATIONAL CLEANER & DYER. -2

DRYCLEANING AND LAUNDRY PLANT, well-established and fully equipped, in Lewistown, Pennsylvania. Delivery equipment in excellent condition, servicing five counties. The real estate is valued at three-fourths of selling price. Priced for quick sale due to illness. Lewistown Insurance & Realty Co., Realtor, P. O. Box 230, Lewistown, Pa. 5815-2

FOR SALE or trade for revenue-bearing property, a new drycleaning plant, one year and 3 months old. Hoffman & Cissell machinery complete; neon signs, air conditioners. Located in county seat 6,000 to 7,000 population. A west Texas growing town, Ft. Stockton, Pecos County, ranching, farming and oil fields. Some \$5,000 in monthly payments to be assumed, remainder \$12,100 cash or trade. City Cleaners, Box 525, Ft. Stockton, Texas. 5819-2

Drycleaning plant, 5 years old, well-equipped, good retail business, Palm Beach area. \$5,000 cash, balance terms. Good lease and rent. ADDRESS: Box 5817, NATIONAL CLEANER & DYER. -2

FOR SALE OR LEASE—Modern drycleaning "Drive-In," excellent location in town of 60,000 population. Run as store at present, plenty of room for equipment. This is a fine opportunity to get started in an established business very reasonably. Salem Drive-In Cleaners, 2295 Fairgrounds Road, Salem, Oregon. 5836-2

Well-established 140F plant in Sioux Falls, S. Dakota. Golden opportunity for man and wife. Good reason for selling. Priced for immediate sale. ADDRESS: Box 5871, NATIONAL CLEANER & DYER. -2

Modern solvent plant, same location 35 years. Gross receipts over \$1,200 per month. Located in southwest Texas. Brick building with 4-room modern apartment on 2nd floor. A clean money-maker. For full particulars write:—M. C. Wheat, Nixon, Texas. 5851-2

Petroleum plant for sale near Cincinnati, Ohio. Long-established business with a trade name for drycleaning that can be used with any other name. This is a wholesale and retail plant, 2 trucks, almost new machinery and 2 boilers. This is a real buy for a foresighted person or persons who are looking for a real bargain in an established business. ADDRESS: Box 5869, NATIONAL CLEANER & DYER. -2

One of Kansas City, Missouri's most modern drive-in, cash-and-carry plants, grossing \$30,000 annually. Laundry agency. With or without real estate, including five apartments. All \$75,000, plant \$25,000. Owner will finance. Retiring. E. C. Aust, 1315 E. 10th St., Kansas City, Mo. 5875-2

WANTED TO LEASE

Wanted to lease, with privilege to buy, plant in a warm climate. Will consider elsewhere. Highest of character, technical with executive ability, will work 6 months as manager for owner to see if I am the man he wants. No plant too large. Would consider just general manager's position, if future is worth while. Curiosity seekers do not answer. ADDRESS: Box 5866, NATIONAL CLEANER & DYER. -17

WANT TO LEASE with option to buy small cash-and-carry solvent plant. Prefer California or Pacific Northwest. ADDRESS: Box 5867, NATIONAL CLEANER & DYER. -17

STORAGE VAULT FOR SALE

Largest and most modern cold fur storage vault in Indiana. Capacity 7,000 coats. Complete fur business and service. Lowest insurance rate in Indiana. Vault filled to capacity at present time. A number 1 reputation. Always operated at a profit. See "The National Cleaner & Dyer" magazine—October 1950 issue. Will sell all or 75% of stock. Very reasonable. VOGUE FUR VAULT, INC., 2007 Kossuth Street, Lafayette, Indiana. Attention Jack N. Vaughan. 5675-21

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA. 155-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. TEXTILE ANALYSIS SERVICE, 44 Fisherville Rd., Route 10, Penacook, N. H. 3635-25

SITUATIONS WANTED

Manager's position wanted, graduate two cleaning schools, highly technical. 20 years in industry, manager's experience, strictly sober. Want something with security and a future. ADDRESS: Box 5671, NATIONAL CLEANER & DYER. -5

Manager—silk spotter, age 39, married, 20 years experience in all departments, capable of training help, wants steady position with future. Prefer Metropolitan New York City area, or Long Island. Address: Box 5858, NATIONAL CLEANER & DYER. -5

WORKING SUPERINTENDENT, steady, reliable, can train help. Reputable spotter, experienced in wage incentives, production and quality control. 35 years of age, married, NID graduate. ADDRESS: Box 5859, NATIONAL CLEANER & DYER. -5

PLANT MANAGER—15 years' experience, thorough knowledge of costs and quality control. NID graduate. Prefer New York area or New England states. ADDRESS: Box 5860, NATIONAL CLEANER & DYER. -5

Manager or superintendent of drycleaning department. Over thirty years experience in every phase of drycleaning, being well-informed, sober and dependable and able to train help and keep a good relationship between employer and employees. Been with present employer over 17 years. Good reason for making a change. Will go anywhere. ADDRESS: Box 883, Green Bay, Wisconsin. 5861-5

SILK SPOTTER—20 years' experience in all departments with a complete knowledge of petroleum and synthetic plants. Interested in locating in Poughkeepsie, N. Y. ADDRESS: Box 5868, NATIONAL CLEANER & DYER. -5

DO YOU NEED A WORKING MANAGER? Married, reliable and familiar with solvent and synthetic cleaning. Prefer Colorado, New Mexico or Arizona, but will consider adjoining states. Will give complete details in first letter. ADDRESS: Box 5822, NATIONAL CLEANER & DYER. -5

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

DISTRIBUTORS—JOBBERs for wire garment hangers. Exclusive territories still available. DIAMOND WIRE HANGER CO., CLAIRTON, PA. Manufacturers of Wire Coat Hangers. 5669-14

SALESMAN and DEMONSTRATOR with car, to sell drycleaning soaps and specialties. Must be able to travel. Excellent opportunity for the right man. ADDRESS: Box 5750, NATIONAL CLEANER & DYER. -14

Salesman with following among cleaners to sell cleaning soaps, detergents. Unusual opportunity with well-known firm. No technical background necessary. Wye Industries, 636 Dorchester Ave., Boston 27, Mass. 5789-14

SALESMEN — MANUFACTURER'S REPRESENTATIVES — We have SOMETHING NEW. Easy selling, repeat, volume item. To be introduced to the cleaning trade at NID Convention. We need salesmen or representatives calling on cleaners or jobbers. Protected territories. Signal Chemical Mfg. Co., 11510 Kinsman Rd., Cleveland 4, Ohio. 5809-14

DISTRIBUTORS AND SALES REPRESENTATIVES wanted to sell a new highly accepted Fur Cleaning Product to drycleaners and launderers. Totally unlike anything on the market. If you presently sell these industries, write today, giving complete details to Airline Manufacturing Company, 4548 Gravois, St. Louis 16, Mo. 5848-14

SALESMEN, DRYCLEANING AND LAUNDRY EQUIPMENT. NATIONAL MANUFACTURER HAS NEW YORK—NEW ENGLAND TERRITORIES OPEN FOR PROVEN SALES PRODUCERS. GIVE FULL DETAILS, RECENT EARNINGS. ADDRESS: BOX 5864, NATIONAL CLEANER & DYER. -14

EXECUTIVE-TYPE SALESMAN OVER 40 — Experienced salesman with unimpeachable integrity and successful sales record to place franchises for promotional-type program with leading drycleaners. Must be free to travel. Excellent opportunity on liberal commission basis to build permanent repeat business with established Midwest corporation. Write: H. G. Hedges, Stamats Publishing Co., Cedar Rapids, Iowa. 5865-14

HELP WANTED

FIELD RESEARCH CHEMIST—Permanent position in textile research laboratory of progressive organization for young man possessing a thorough practical knowledge of drycleaning operations with a background in chemistry. Duties involve some traveling in connection with field research and development. In reply give resume of qualifications. ADDRESS: Box 5805, NATIONAL CLEANER & DYER. -7

Foreman—must have experience in all phases of cleaning and finishing, able to instruct help, help the management in different departments. Progressive retail cleaner in suburban Philadelphia. This is a permanent position for the right man. ADDRESS: Box 5825, NATIONAL CLEANER & DYER. -7

Man experienced all-around for retail quality cleaning plant, Midtown, New York City. Able to fit in every department including spotting. Good starting salary. ADDRESS: Box 5839, NATIONAL CLEANER & DYER. -7

WORKING MANAGER for well-established synthetic plant. Practical experience in all phases of drycleaning necessary. Good starting salary plus liberal bonus plan. Good opportunity and future for qualified man. Give complete references and work history in first letter. One Hour Dura Cleaning, 1185 Jefferson St., Buffalo 8, N. Y. 5847-7

WE NEED A FIRST-CLASS WOOL AND SILK FINISHER (man or woman), capable of taking complete charge of training all types of finishing personnel. We also need a man who is a top-rate CHEMICAL SPOTTER capable of removing the 10% of stains not removed by good cleaning. Both jobs pay well and are permanent. Apply by giving full details to COMPECO, "Virginia's largest quality cleaners," Norfolk, Va. 5862-7

WORKING FOREMAN for long-established, high-quality exclusive drycleaning plant. New buildings and equipment, employing about 45 people. Must have expert knowledge and experience in every phase of drycleaning, also training new help. Here is real opportunity for a well-informed, sober and dependable middle-aged married man to permanently connect himself and secure his future with a high-class organization. Give full and detailed experience in first letter. Paris Cleaners-Furriers, Yale Blvd. & Ash St., Springfield, Ill. 5863-7

Sales promotion manager for a prominent chain of drycleaning stores, 15 stores in operation, 20 more in immediate opening. If you are looking for a permanent position and have the experience of training and maintaining a sales force for a chain of drycleaning stores, this is a chance of a lifetime to grow with a progressive organization. Top salary plus profit sharing. A position which will carry full responsibilities. Man must be married, 30 to 40 years of age, furnish first-class reference. Give full details in first letter. All replies will be held in strict confidence. Will arrange personal interview. Write to Mr. S. Gershan, Orchid Cleaners, 1811 Benson Ave., Evanston, Ill. 5874-7

Working manager for retail quality solvent cleaning plant. Must be experienced in all phases of cleaning and finishing. Good starting salary. Location near Springfield, Mass. State experience and qualifications in reply. ADDRESS: Box 5876, NATIONAL CLEANER & DYER. -7

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E. B. Wintersteen
General Manager

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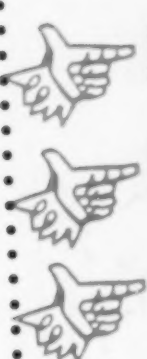
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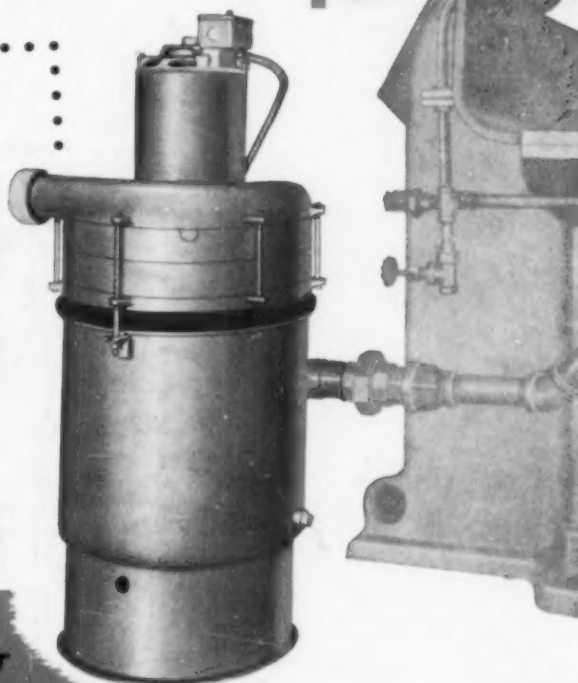
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